The Carter-Reagan debate ☐ Tangled web of world's media politics ☐ Warner wins in Dallas

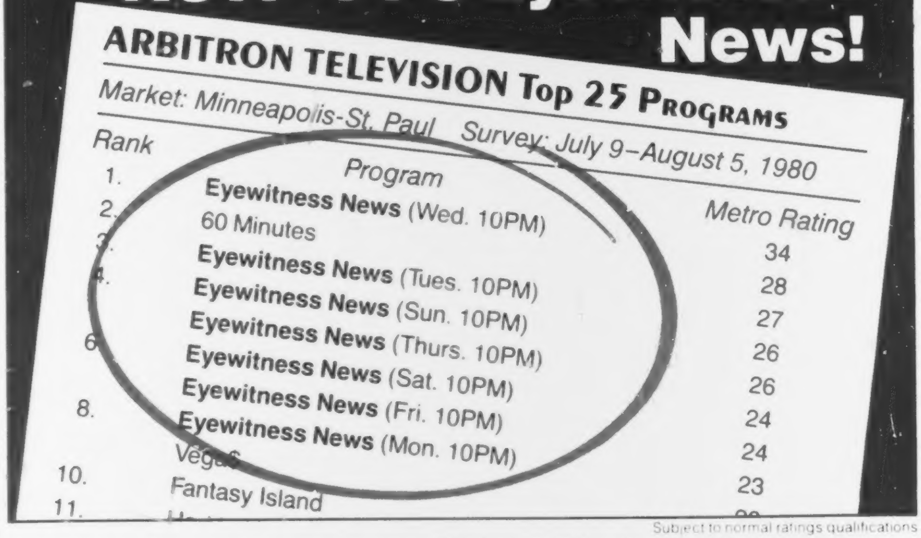
Broadcasting Nov 3

The News Magazine of the Fifth Estate ☐ Established 1931

Our 50th Year ☐ 1980

1/5/80 C 1750-1 U -

Now 7 of the Twin Cities' 10 favorite programs are KSTP-TV's Eyewitness News!



ARBITRON TELEVISION Top 25 PROGRAMS

Market: Minneapolis-St. Paul Survey: July 9–August 5, 1980

Rank	Program	Metro Rating
1.	Eyewitness News (Wed. 10PM)	34
2.	60 Minutes	28
3.	Eyewitness News (Tues. 10PM)	27
4.	Eyewitness News (Sun. 10PM)	26
	Eyewitness News (Thurs. 10PM)	26
6.	Eyewitness News (Sat. 10PM)	24
	Eyewitness News (Fri. 10PM)	24
8.	Eyewitness News (Mon. 10PM)	23
	Vegas	
10.	Fantasy Island	
11.		

Subject to normal ratings qualifications

It adds up to an incredible 51% share at 10PM, seven days a week!

ABC Affiliate, KSTP-TV in Minneapolis/St. Paul delivers an average of 248,000 households each day at 10PM . . . more households than all the other stations combined, including the ones programming something other than news.

And if you want 18-49's, KSTP-TV delivers more of them than all the other stations combined too . . . including the independent.

KSTP-TV and ABC . . . sign-on to sign-off #1 in both the ADI and Metro ratings.

When you want to reach the Twin Cities, do what most people there do. Reach for Channel 5!

#1 EYEWITNESS NEWS

Down to earth. Up to the minute.

abc 5

KSTP-TV

Minneapolis St. Paul

For more information call KSTP-TV sales at (612) 646-5555 or your nearest Petry Office.

20014KENNED2094 7W2 APR/81
J F KENNEDY
CIS **SAMPLE
7101 WISCONSIN AVE
WASHINGTON DC 20014

The First 50 Years Of Broadcasting

Page 77

Broadcasting Nov 3

The Week in Brief

TOP OF THE WEEK

FACING THE NATION ☐ Television brings country Carter-Reagan debate while Cable News Network also provides Anderson's views. **PAGE 23.**

GEARED UP FOR NOV. 4 ☐ With huge commitments of money and time, radio and TV networks are ready for what might be most covered election of all time. **PAGE 24.**

BACKFIRE ☐ ABC-TV's post-debate phone-in survey that finds Reagan winner is assailed by Carter camp, others as unscientific. **PAGE 25.**

WARNER WINS ☐ Company awarded cable franchise in Dallas, plans 80-channel system. **PAGE 26.**

BELGRADE REVIEW ☐ State Department calls news conference to make point that, contrary to impression of news reports, U.S. scored "success" at UNESCO conference. **PAGE 28.**

BUSINESS

THIRD-QUARTER PERFORMANCE ☐ Profits of publicly held companies in broadcasting have ups and downs, and fourth-quarter outlook is uncertain. **PAGE 30.**

THAT TAMPON CAMPAIGN ☐ P&G is happy about its campaign to persuade women not to buy Rely. Citizen group labels ads misleading. **PAGE 36.**

STILL EYE-TO-EYE ☐ AAAA seminar in Washington hears its members and regulators praise deregulation. But the adversary relationship is still there. **PAGE 36.**

PROGRAMING

TWIST IN BLOCK PROGRAMING ☐ New Oklahoma City UHF to offer five hours of solid news, followed by two hours of syndicated shows and then seven hours of STV. **PAGE 43.**

HERE COMES POLYGRAM ☐ Billion-dollar Dutch-West German entertainment conglomerate plans U.S. TV arm with Horowitz in charge. **PAGE 46.**

FROM PASSIVE TO ACTIVE ☐ C-SPAN takes advantage of congressional recess to provide "election-process" coverage, speeches and other types of new programing. **PAGE 48.**

LAW & REGULATION

WHITE HOUSE KIBITZING ☐ Neustadt letter on NCTA's privacy code planning irks Wheeler. Presidential aide also expresses interest in move to New Jersey of New York's channel 9. **PAGE 58.**

SHARING HOT SEAT ☐ FCC's Quello and Jones hear commission criticized for approach to minority access at American Council for Better Broadcasts conference. **PAGE 58.**

ORLANDO OVERTURES ☐ Interim operators of WFTV(TV) there work out ownership plan that could end 28-year-old contest. **PAGE 61.**

MEDIA

ANOTHER GOLD RUSH ☐ White House's Neustadt tells MIT session that public interest groups have chance to capitalize on new broadcast facilities that will be offered. **PAGE 63.**

DRASTIC CHANGE ☐ Gannett's Neuharth expects that in next 10 years communications will be reshaped more than in all previous history. **PAGE 70.**

1934

THE 'BROADCASTING' YEARS ☐ FDR orders creation of FCC, Mutual Broadcasting System is born, and Armstrong perfects FM. These are only few of many broadcasting events in 1934 when radio defies economics of the time by continuing to grow. **PAGE 77.**

PROFILE

CONSERVATIVE, BUT CONFIDENT ☐ John Malone is not given to blue-sky predictions about cable's future. Rather, as president of Tele-Communications Inc., he feels CATV will go through cycles of growth and consolidation. **PAGE 105.**

Bottom Line 30
Business Briefly 6
Changing Hands 66
Closed Circuit 5
Datebook 18
Editorials 106
Fates & Fortunes 99
For the Record 83
In Sync 72
Monday Memo 10
Monitor 49
Open Mike 20
Playback 52
Stock Index 103
Washington Watch 61
Where Things Stand 15

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ ABC Owned Television Stations 54-55, 60 ☐ Amoco 79 ☐ Aetna Life & Casualty 40-41 ☐ Ampex 56-57 ☐ Arbitron 12-13 ☐ Associated Press 19 ☐ BIAS 38-39 ☐ Blackburn & Co. 66 ☐ Bonneville International 7 ☐ Broadcast Personnel 99 ☐ CB Distribution 63 ☐ Continental Electronics 83 ☐ Mike Douglas Productions 53 ☐ ESPN 14 ☐ Employers Reinsurance Corp. 69 ☐ Fetzer Stations 47 ☐ Gaylord Broadcasting inside back cover ☐ Gilmore Broadcasting 6 ☐ Grass Valley inside front cover ☐ Harris 43 ☐ Heller-Oak 67 ☐ KSTP-TV front cover ☐ MMT Sales back cover ☐ Metromedia Radio 34-35 ☐ Metro Weather 8 ☐ Mutual Broadcasting System 76 ☐ NBC Sports 9 ☐ Nurad 73 ☐ Panasonic 32-33 ☐ Paramount 44-45 ☐ Society of Broadcast Engineers 68 ☐ TWA 75 ☐ William B. Tanner 101 ☐ Trident TV Associates 49, 61, 71 ☐ Trinity Broadcasting 4 ☐ USPS 59 ☐ United Press International 31 ☐ Vital Industries 22 ☐ WCCO-TV 50-51 ☐ Wall Street Journal 11 ☐ Western International Media 42 ☐ Western Union 64-65 ☐ Youngs-Walker 70 ☐

During the last two days of its coverage—today (Nov. 3) and tomorrow—C-SPAN planned to fill the afternoons with more talk show discussion. As of last week, the only guest scheduled was Alfred Kahn, President Carter's inflation fighter.

Despite the heavy line-up of talk shows, the bulk of the programing has been speeches—in full, and when possible, live. Most of the speeches get multiple airings and most were videotaped by C-SPAN's own ENG crew. Coverage of about a quarter of the speeches was done under contract to independent producers—as was the case with a Walter Mondale speech in San Diego and a Reagan speech in Los Angeles—or picked up from one of the three news organizations with which C-SPAN has reciprocity agreements: Cable News Network, Independent Television News Association and Independent Network News. Also, Lamb said C-SPAN was able to buy a tape of a Reagan speech in Jacksonville, Fla., from a local television station "for practically nothing."

As far as Lamb is concerned, the most exciting thing C-SPAN has done so far "in terms of television" is the taping of three hours of the *Larry King Show*, Mutual Broadcasting System's late night talk show. The tape was tied to C-SPAN's election theme by the show's guest, Mark Russell, a Washington political satirist.

Another of C-SPAN's special events was three hours in the life of the *Washington Star*. On Oct. 27, C-SPAN went into the *Star's* newsroom and sat in on editorial meetings, peered over the shoulder of Pat Oliphant, the political cartoonist, as he worked, and recorded interviews with Executive Editor Sid Epstein and other reporters and editors.

Helped by numerous reruns, Lamb has been able to fill his television days (which have been running about five hours) with a diverse line-up of programing, some of which even Lamb admits has been "drab and dull." But that doesn't disturb Lamb. In fact, he sees it as a virtue. Television, he says, has developed into a "hyper medium" that tries to inject excitement into everything. Part of C-SPAN's mission, Lamb said, "is to show that [politics] isn't always exciting." Characterizing the political events that C-SPAN has covered, Lamb said, "Some have turned out to be super television, some have turned out to be dull."

Lamb's programing efforts have been made more difficult by the general uncooperativeness of the candidates' campaign staffs and by that omnipresent gremlin, the federal bureaucracy. Carter and Reagan have been reluctant to supply people for the talk shows, Lamb said. The Anderson camp has been better, he said, but "we've really had to hustle after them." Lamb attributes the reluctance to the issues being discussed. He said he knows "definitely" that Carter's campaign avoided following Falwell, because of the political volatility of the religious theme.

C-SPAN's coverage has brought it some kudos. *Washington Post* television critic Tom Shales, speaking on ABC's *Nightline* last week, slammed the network television for its tendency "to turn campaigns into Kentucky Derbys, candidates into cartoon characters and elections into game shows" and then said "the best political coverage may have been on something called C-SPAN." He said its special campaign coverage "lets you see political speeches and rallies without the overly interpretative translation of the national news people."

Jeff Greenfield, CBS's television critic, appearing on the network's morning news a couple weeks ago, said the C-SPAN coverage illustrates what cable television can mean to the "information-hungry American." He said most television viewers "never have a chance to see and hear any political coverage other than the inherently truncated versions shown in newscasts." Cable television, he said, "may be the only way we'll find out what a campaign is all about."

There are, including Lamb, just six permanent members of the C-SPAN team. To carry the extraordinary load of the month, 11 temporary people, mostly technicians, have been hired. Gail Picker was hired for the month as senior producer; Brian Lockman is technical director.

C-SPAN's election coverage is not an entirely new experience for the network. It has been taping speeches at the National Press Club since January and has been producing "Close-Up" seminars in which high school students ask questions of Washington officials and media types. But the month-long coverage has applied that original programing experience on a grand scale.

And it has been what Lamb has envisioned C-SPAN could be since its inception 18 months ago—a vehicle for the telecast of news, primarily political news, in its entirety without the benefits and detriments of editing and reporter commentary.

Ratings Roundup

Buoyed by record-breaking viewership for the final game of the World Series (BROADCASTING, Oct. 27) and a solid following for a Sophia Loren made-for-TV movie, NBC-TV continued its winning ways for the week ended Oct. 26. With a two-rating-point lead over its closest competitor, NBC scored a 19.7 rating and 32 share to CBS-TV's 17.6/28 and ABC-TV's 17.1/28.

The First 20

Rank	Program	Network	Rating/Share
1	World Series (game six)	NBC	40.0/60
2	World Series (pre-game six)	NBC	27.4/43
3	*60 Minutes*	CBS	26.4/41
4	*Dallas*	CBS	25.8/46
5	*Love Boat* (premeire)	ABC	24.7/41
6	*Real People*	NBC	24.0/38
7	*Big Event*: "Sophia Loren: Her Own Story"	NBC	22.8/36
8	*NFL Monday Night Football*	ABC	22.7/39
9	*Dukes of Hazzard*	CBS	21.7/35
10	*The Last Song* (movie)	CBS	21.6/37
11	*Life's a Circus, Charlie Brown*	CBS	21.4/36
12	*It's the Great Pumpkin, Charlie Brown*	CBS	21.2/35
13	*That's Incredible*	ABC	21.1/32
14	*Fantasy Island* (premiere)	ABC	20.5/37
15	*Little House on the Prairie*	NBC	20.0/30
16	*Pleasure Palace* (movie)	CBS	19.9/33
17	*A Cry for Love*	NBC	19.8/31
18	*Father Figure*	CBS	19.2/29
19	*Nashville Palace*	ABC	19.0/33
20	*Games People Play*	NBC	18.9/32

The Final Five

Rank	Program	Network	Rating/Share
57	*CBS Reports: The Saudis*	CBS	7.9/12
56	*NBC Magazine*	NBC	8.2/15
55	*First Time, Second Time*	CBS	10.6/20
54	*Angie*	ABC	10.8/18
53	*Paradise Alley*	NBC	11.6/20
	Mork & Mindy	ABC	11.6/20

PlayBack

Signing up. Enterprise Radio, all-sports network scheduled to go on air Jan. 1, has announced Viacom stations as first affiliates. WWRL-AM-WKHK(FM) New York (WKHK was formerly WRVR), KDIA(AM) San Francisco, WMZQ(FM) Washington, KIKK-AM-FM Houston, and WDIA-AM-WOUD(FM) Memphis will carry 48 daily sports updates, 20 two-minute weekly features and three hours per day of all-night sports talk show. New address for ER, which moved from Farmington to Avon, in Connecticut is: P.O. Box 796, 40 Darling Dr., (06001).

□

Honored. CBS Radio has presented Gold Mike Awards to WHBU(AM) Anderson, Ind.; KARZ(AM) Phoenix; KIFW(AM) Sitka, Alaska, and WWPA(AM) Williamsport, Pa. CBS presents awards to stations attaining 30 years' affiliation. Network now claims total of 375 affiliates, 49 of them added since last April, and 65 30-year members.

□

First fives. The top five songs in **contemporary radio airplay,** as reported by BROADCASTING's *Playlist*: (1) *Woman In Love* by Barbra Streisand on Columbia; (2) *Lady* by Kenny Rogers on United Artists; (3) *He's So Shy* by the Pointer Sisters on Planet; (4) *Real Love* by the Doobie Brothers on Warner Brothers; (5) *Wanderer* by Donna Summer on Warner Brothers. The top five in **country radio airplay:** (1) *On the Road Again* by Willie Nelson on Columbia; (2) *If You Ever Change Your Mind* by Crystal Gayle on Columbia; (3) *I Believe In You* by Don Williams on MCA; (4) *Could I Have This Dance* by Anne Murray on Asylum; (5) *Lady* by Kenny Rogers on United Artists.

corporation, with no other broadcast interests. Ann. Oct. 17.

■ Auburn, Neb.—Midway Broadcasters seeks 105.5 mhz, 3 kw, HAAT: 100 ft. Address: 7510 Farmingdale Dr., Darien, Ill. 60559. Estimated construction cost: $99,900 first quarter operating cost: $21,000; revenue: $96,000. Format: MOR. Principals: Richard E. Stites and wife, Patsy A. (50% each). Richard Stites is sales manager for Darien food manufacturers. Patsy Stites is housewife. They have no other broadcast interests. Ann. Oct. 14.

■ Sweet Home, Ore.—Sweet Home Stereo seeks 107.1 mhz, 2.8 kw, HAAT: 370 ft. Address: 8610 N.E. 169th St., Bothell, Wash. 98011. Estimated construction cost: $33,200; first quarter operating cost: $5,600; revenue: $51,400. Format: Standard/folk. Principals: Robert L. Wikstrom and Brent T. Larson (50% each). Wikstrom is manager of KXA(AM) Seattle, Wash. Larson is president and 51% owner of KOOS(FM) North Bend, Ore. and 100% owner of KUUX(FM) Nampa-Boise, Idaho. Larson sold his 50% interest in KXA (BROADCASTING, Oct. 6) and has purchased KSVL-AM-KJMC(FM) Richfield, Utah subject to FCC approval (BROADCASTING, Sept. 29). He is also applicant for new FM at Evanston, Wyo. Ann. Oct. 17.

■ Ponce, P.R.—Marsona Broadcasting Corp. seeks 101.1 mhz, 50 kw, HAAT: 90 ft. Address: Centro de Seguros Bldg., 701 Ponce de Leon Ave., Santurce, P.R. 00907. Estimated construction cost: $103,000; first quarter operating cost: $46,100. Format: Pop standard. Principals: Robert L. Bennett and Amaury Santiago Bonilla (46% each), and Alejandro L. Lugo (8%). Bennett is president and 70% owner of Santurce radio station construction, consulting, and supply company. Bonilla is 100% owner of Miramar, P.R. apartment complex. Lugo is chief engineer at WBMJ(AM) San Juan, P.R., of which Bennett and Bonilla each have 9.5% interest. Ann. Oct. 17.

■ Ponce, P.R.—Zaba Radio Corp. seeks 101.1 mhz, 50 kw, HAAT: 363 ft. Address: P.O. Box 7612, Ponce 00731. Estimated construction cost: $58,600; first quarter operating cost: $25,000; revenue: $200,000. Format: Top 40. Principals: Rene Bartolomei Santaella, Huberto Zayas Chardon, and Pedro J. Soldevilla (25% each), and Lucian Bauman and his wife, Augusta (12.5% each). Santaella is Ponce physician. Chardon is Ponce veterinarian. Soldevilla owns Hato Rey, P.R. packing company. Lucian Bauman is Washington physician. Augusta Bauman is housewife. The group is also licensee of WZBS(AM) Ponce. Ann. Oct. 14.

■ Athens, Tex.—Seven Seals Broadcasting Co. seeks 95.9 mhz, 1.6 kw. Address: P.O. Box 1318, Athens 75751. Estimated construction cost: $139,400; first quarter operating cost: $22,600. Format: Contemporary/religious. Principals: Steve Blake, William West, Tom Hoeser (33.3% each). Blake is manager of Gulf State United Telephone Co., Athens. West is design engineer at Athens manufacturing company. Hoeser is manager of Athens communications company. They have no other broadcast interests. Ann. Oct. 17.

■ Carthage, Tex.—K-106 Inc. seeks 98.9 mhz, 100 kw, HAAT: 700 ft. Address: 1725 Evangeline Dr., Vidor, Tex. 77662. Estimated construction cost: $259,000; first year operating cost: $145,000; revenue: $300,000. Format: Adult contemporary. Principal: Ken Stephens (100%). He is also 100% owner of KIOC(FM) Orange, Tex. Ann. Oct. 17.

■ Malakoff, Tex.—Henderson County Radio seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 573, Athens, Tex. 75771. Estimated construction cost: $93,-000; first quarter operating cost: $15,000; revenue: $132,000. Format: CW. Principals: Kenneth R. Jones and wife, Glenda J. (100% jointly). The Joneses also own KTLR-FM Terrell, Tex. Ann. Oct. 17.

■ Whitehouse, Tex.—North American Broadcasting Co. seeks 99.3 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 4, Whitehouse 75791. Estimated construction cost: $80,500; first quarter operating cost: $11,000; revenue: $91,500 Format: Religious. Principals: Andy Jarvis, LeRoy Russell, and Gary Willingham (33.3% each). Jarvis is Whitehouse high school teacher. Russell is owner of business properties in Tyler and Jacksonville, both Texas. Willingham is owner and general manager of Tyler car dealership. Willingham is 33.3% owner of Tumbleweed Broadcasting Co., proposed assignee of KMND(AM) Midland, Tex. Ann. Oct. 17.

■ Ephrata, Wash.—Robert L. and LouGena J. Wikstrom seeks 95.9 mhz, 3 kw, HAAT: 140 ft. Address: 8610 N.E. 169th St. Bothell, Wash. 98011. Estimated construction cost: $33,100; first quarter operating cost: $5,400; revenue: $51,360. Format: Standard/folk. Principals: Robert L. Wikstrom and his wife, LouGena J. (100% jointly). Robert is general manager of KXA(AM) Seattle, Wash. LouGena is public relations director of Seattle broadcast school. Robert is 50% owner of applicant for new FM at Sweet Home, Ore. (see above). Ann. Oct. 17.

TV applications

■ Tallahassee, Fla.—Holt Robinson Television Inc. seeks ch. 40; ERP: 660 kw vis., 66 kw aur., HAAT: 820 ft.; ant. height above ground: 747 ft. Address: P.O. Box 2078, Hattiesburg, Miss. Estimated construction cost: $1,452,000; first-quarter operating cost: $177,000. Legal counsel: M. Scott Johnson, Washington; consulting engineer: L.R. du Treil, Washington. Principal: Holt-Robinson Communications Corp. (100%). Principals of Holt-Robinson are Charles W. Holt (70%) and his wife, Connie (10%), and Robert N. Robinson (20%). Charles Holt is general manager and 51% owner of WHSY-AM-FM Hattiesburg, Miss., 70% owner of WHHY-AM-FM Montgomery, Ala.; and 100% owner of WHNY(AM) McComb, Miss. He also has real estate interests in Hattiesburg. Connie Holt is 24.5% owner of WHSY-AM-FM and 10% owner of WHHY-AM-FM. Robinson is general manager and 20% owner of WHHY, and 24.5% owner of WHSY. Ann. Oct. 17.

■ Tallahassee, Fla.—JGM Inc., seeks ch. 40; ERP: 3837 kw vis., 384 kw aur., HAAT: 402.6 ft.; ant. height above ground: 450 ft. Address: P.O. Box 386, Feeding Hills, Mass. 01030. Estimated construction cost: $2,054,000; first-quarter operating cost: $327,000; revenue: $2,380,000. Legal counsel: Martin E. Firestone, Washington; consulting engineer: John A. Fergie, Feeding Hills. Principals: John A. Fergie, George Mitchell, and Martin E. Firestone (33.3% each). All are less than 1% owners of Springfield Television Corp., licensee of WWLP(TV) Springfield, Mass., WKEE(TV) Dayton, Ohio, and parent of permittee of KSTU(TV) Salt Lake City. Fergie is Feeding Hills engineering consultant. Mitchell is general manager of WKEF(TV) Dayton. Firestone is Washington attorney and partner in petitioner for FM allocation at Freeport, Tex. Ann. Oct. 17.

■ Tallahassee, Fla.—Octagon Broadcasting Co. seeks ch. 40; ERP: 19.84 kw vis., 1.984 kw aur., HAAT: 565 ft.; ant. height above ground: 603 ft. Address: Suite 840, 3445 Peachtree Rd., Atlanta 30326. Estimated construction cost: $165,800; first-quarter operating cost: $6,000. Legal counsel: Smith & Pepper, Washington. Principal: Agronomics Inc. (100%), Atlanta chemical brokerage company and owner of WMBB-TV Panama City, Fla. Anthony C. Kupris is president and 100% owner of Agronomics. Kupris is 80% owner of applicant for new TVs at Little Rock, Ark. and Daytona Beach, Fla. Ann. Oct. 17.

■ Saginaw, Mich.—Saginaw Communications Inc. seeks ch. 49; ERP: 1000 kw vis., 100 kw aur., HAAT: 1,023 ft.; ant. height above ground: 1,049 ft. Address: 17700 W. McNichols, Detroit 48235. Estimated construction cost: $2,300,000; first-quarter operating cost: $54,000. Legal counsel: Lauren A. Colby, Frederick, Md.; consulting engineer: E. Harold Munn, Coldwater, Mich. Principal: Doylan Forney (100%). Forney is owner of several Detroit fast food restaurants and president of his own restaurant chain. He is also applicant for new FM at Eloy, Ariz. Ann. Oct. 17.

■ Burlington, N.C.—Carolina Christian Broadcasting Inc. seeks ch. 16; ERP: 209.4 kw vis., 20.94 kw aur., HAAT: 506 ft.; ant. height above ground: 552 ft. Address: 3409 Rutherford Rd., Taylors, S.C. 29687. Estimated construction cost: $131,000; first-quarter operating cost: $22,000; revenue: $200,000. Legal counsel: Fisher, Wayland, Southmayd & Cooper, Washington. Principals: James H. Thompson (98.6%) and Fred E. Crain (1.4%). Thompson is owner of Taylors book printing company, where Crain is employed. Applicant is licensee of WGGS-TV Greenville, S.C.; permittee of ch. 57 Columbia, S.C.; applicant for CPs for ch. 30 at Nashville and ch. 43 at Myrtle Beach, S.C. Ann. Oct. 17.

■ Oklahoma City—Satellite Broadcasting Co. seeks ch. 52; ERP: 820 kw vis., 153 kw aur., HAAT: 340 ft.; ant. height above ground: 288 ft. Address: P.O. Box 26128, Oklahoma City 73126. Estimated construction cost: $114,500; first-quarter operating cost: $31,600; revenue: $300,000. Principals: Don J. Locke (55%) and his wife, Wanda (45%). They jointly own Oklahoma City wholesale plumbing and heating supply company. They have no other broadcast interests. Ann. Oct. 17.

■ Sherman, Tex.—2020 Broadcasting Co. seeks ch. 20; ERP: 5000 kw vis., 500 kw aur., HAAT: 1,018 ft.; ant. height above ground: 1,057 ft. Address: 2020 South Robinson, Oklahoma City 73109. Estimated construction cost: $2,144,000; first-year operating cost: $250,000; revenue: $1,000,000. Legal counsel: Fletcher, Heald & Hildreth, Washington; consulting engineer: Willaim E. Davis, Bixby, Oklahoma. Principals: Hollis E. Roberts (25%), George B. Faulder (20%), Linda K. Allen, William E. Davis and Clifford B. Yarberry (15% each), and Charles W. Allen (10%). Charles and Linda Allen are married. Roberts is Oklahoma state representative and 50% owner of Durant, Okla. construction company. Faulder is president of C.K. Beaver & Associates, Memphis, Tenn. Linda Allen is Oklahoma City teacher. Davis is Bixby, Okla. consulting engineer. Yarberry owns Oklahoma City auto dealership and salvage company. Charles Allen is chief engineer at KAEZ(FM) Oklahoma City. William Davis has 33.3% interest in new FM Vinita, Okla. None of the others has other broadcast interests. Ann. Oct. 17.

■ Everett, Wash.—Channel 16 Inc., seeks ch. 16; ERP: 5000 kw vis., 500 kw aur., HAAT: 1,275 ft.; ant. height above ground: 299 ft. Address: 5730 Sound Ave., Everett 98203. Estimated construction cost: $979,000; first-year operating cost: $800,000; revenue: $1,500,000. Legal counsel: Richard F. Kennedy, Washington. Principals: Jon H. Marple and his wife, Mary Ann (24% each), Stanley B. McDonald (20%) and four others (10% or less each). Marples own 98% of First Pacific Broadcasting Inc., licensee of KRKO(AM) Everett. Jon Marple is former Washington, D.C. attorney. Mary Ann Marple is Snohomish, Wash. teacher. McDonald is former president of Seattle cruise ship operation firms and has interests in several Seattle business properties. Shirley K. Bartholomew, who is retired and has 27% interest in Channel 16, is only other principal besides Marples with broadcast interest. She is 2% owner of KRKO. Ann. Oct. 17.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,565	3	0	4,568	121	4,689
Commercial FM	3,240	2	0	3,242	148	3,390
Educational FM	1,076	0	0	1,076	80	1,156
Total Radio	8,881	5	0	8,886	349	9,235
Commercial TV						
VHF	516	1	0	517	10	527
UHF	227	0	3	230	87	317
Educational TV						
VHF	100	1	4	105	7	112
UHF	155	2	5	162	14	176
Total TV	998	4	12	1,014	118	1,132
FM Translators	329	0	0	329	186	515
TV Translators						
UHF	2,554	0	0	2,554	263	2,817
VHF	1,348	0	0	1,348	471	1,819

*Special temporary authorization

**Includes off-air licenses

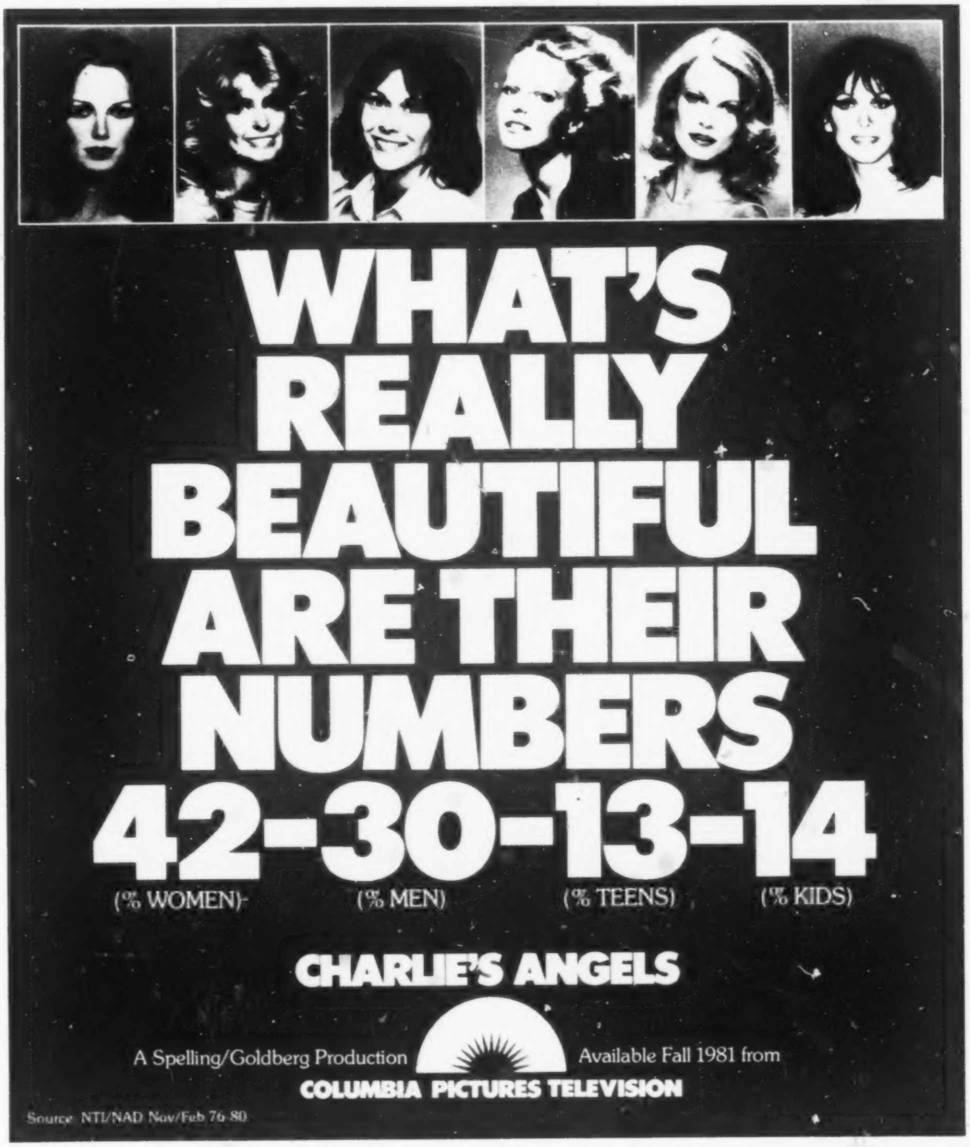
The November sweeps: Reagan, GOP wins reorder Washington media politics

Broadcasting Nov 10

The News Magazine of the Fifth Estate ☐ Established 1931

Our 50th Year ☐ 1980

11/12/80 C1750-1 U



WHAT'S REALLY BEAUTIFUL ARE THEIR NUMBERS

42-30-13-14

(% WOMEN) (% MEN) (% TEENS) (% KIDS)

CHARLIE'S ANGELS

A Spelling/Goldberg Production

Available Fall 1981 from

COLUMBIA PICTURES TELEVISION

Source: NTI/NAD Nov/Feb 76-80

20014KENNEP2098 ZWZ APR/81
J P KENNEDY
CIS **SAMPLE
7101 WISCONSIN AVE
WASHINGTON DC 20014

The First 50 Years Of Broadcasting

Page 97

Broadcasting Nov 10

The Week in Brief

TOP OF THE WEEK

NEW BALL GAME IN WASHINGTON ☐ In wake of Republican landslide, there is general euphoria among broadcasters as they wait to see what incoming administration will bring. **PAGE 27.** Here's a rundown on those that Carter election brought in and Reagan election will put out again. **PAGE 28.** Tuesday's massacre puts different faces in power places on Capitol Hill. **PAGE 30.** Numerous telecommunications issues await next Congress. **PAGE 31.** Almost over before it began, election-night coverage cost broadcasters $20 million and two years of preparation. **PAGE 33.**

NAB PLANNING ☐ Association says it will petition FCC to reconsider commission's low-power TV decision, which NAB claims is arbitrary. Also disclosed are projects in connection with proposal to reduce AM spacing, and NAB's executive committee changes dates of radio conference to eliminate conflict with NRBA annual convention. **PAGE 32.**

AT LARGE

A FREE MARKET IN NETWORKING ☐ FCC's Krattenmaker and Besen, co-directors of network inquiry report, tell why they took different tack in urging less regulation and more reliance on open marketplace. **PAGE 36.**

BUSINESS

SELLING IN THE 80's ☐ That is theme of TVB's 26th annual convention this week in Las Vegas and expected to draw 900 people. **PAGE 46.**

MORE HEAT ON ABC ☐ Rule's real estate investments are reported under SEC investigation, while *Fortune* article calls attention to rumor that Arledge pushed for ouster of ABC Inc. president. **PAGE 49.**

TURNER FUND-RAISER ☐ Atlanta-based company registers proposed sale of million shares in search of $15 million to reduce its bank debt. **PAGE 50.**

TECHNOLOGY

NO 9 KHZ SURPRISES ☐ In first comments on proposal, ABC leads opposition, NAB is skeptical, and support for reduced spacing comes only from NTIA, NPR and NBMC. **PAGE 54.**

PROGRAMING

MARKING DOWN SECOND-HAND FILMS ☐ Thomopoulos says ABC-TV will pay less for pictures already shown on cable and STV and will rely more on mini-series and made-for-TV movies. **PAGE 60.**

LAW & REGULATION

TO THE MAT ON FORMAT ☐ Supreme Court hears FCC and broadcasters argue that commission is not empowered to make programing decisions. Public interest groups say that isn't so. **PAGE 71.**

EEO PROPOSALS ☐ In comments to FCC, broadcasters argue against what they feel is imposition of needless burdens, while citizen groups push for tougher controls. **PAGE 76.**

RKO CLAIMS FOUL ☐ In brief to appeals court, broadcaster charges FCC had no reason to deny renewal of three of its TV licenses. **PAGE 82.**

MEDIA

TWO BRASS RINGS ☐ ATC and Warner are leading contenders for cable franchise in Cincinnati. **PAGE 88.** And in Boston, field of nine vies for cable rights. **PAGE 91.**

1935

THOSE 'BROADCASTING' YEARS ☐ Facsimile becomes darling in eyes of many entrepreneurs, but Armstrong pushes for FM and Sarnoff puts million-dollar chip on TV. Under new chairman, Anning Prall, FCC promises some house cleaning in broadcasting. And radio gains ground in press-radio war. **PAGE 97.**

PROFILE

ON STAGE IN LAS VEGAS ☐ For members of TVB, it will be George Huntington, their executive vice president, operations. He again will be selling television with facts, figures and flair that stems from 34 years in broadcasting and allied fields. **PAGE 129.**

Index to departments

Bottom Line.............. 50
Business Briefly.......... 8
Changing Hands.......... 92
Closed Circuit............ 7
Datebook................ 15
Editorials.............. 130
Fates & Fortunes...... 123
For the Record......... 104
In Sync................. 58
Monday Memo........... 14
Monitor................. 58
Open Mike.............. 23
Playback................ 68
Stock Index............ 127
Washington Watch....... 82

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ ABC Radio 79 ☐ Associated Press 16-17 ☐ Blackburn & Co. 92 ☐ Broadcast Electronics 56 ☐ Broadcast Programing Inc. 76 ☐ CB Distribution 59 ☐ CBS News 103 ☐ Champion International 75 ☐ Columbia Pictures front cover ☐ Compact Video 57 ☐ Continental Electronics 60 ☐ Eastman Kodak 80-81 ☐ Enterprise Radio 87 ☐ Fuji 107 ☐ Gaylord Broadcasting Company 47 ☐ Gold Key 89 ☐ David Green 71 ☐ Harris 51 ☐ Hollywood Distributors 70 ☐ Information & Analysis 58 ☐ KING-TV 95 ☐ Katz 20-21 ☐ Lexington Broadcasting 77 ☐ Lorimar 11-13 ☐ Lutheran Television 83 ☐ MCA-TV 9 ☐ MGM-TV 4 ☐ McMartin 54 ☐ Meeker Television 101 ☐ Mitsubishi 48 ☐ NBC Television 128 ☐ National New Year's Eve Party 10 ☐ O'Connor Creative Services 86, 123 ☐ Panasonic 72-73 ☐ Paramount 52-53 ☐ RCA 22 ☐ RKO Radio inside back cover ☐ Radio Advertising Bureau 42 ☐ Cecil L. Richards 93 ☐ SFM Holiday Network 6 ☐ SFM Media Service Corp. 49 ☐ Sony 84-85 ☐ Southern Satellite Systems 90 ☐ State Farm Insurance 91 ☐ Storer 24-25 ☐ Joe Sullivan 46 ☐ William B. Tanner 124 ☐ Thomson-CSF 44 ☐ Time-Life Television inside front cover/page 3 ☐ Trident TV Associates 8, 15, 18 ☐ United Artists TV 62-67 ☐ United Press International 96 ☐ United States Chamber of Commerce 55 ☐ Viacom 35, 37, 39, 41 ☐ WIOD 26 ☐ Walsh Broadcast Placement Service 94 ☐ Ward Beck back cover ☐ Warner-Amex 69 ☐ Warner Brothers 19 ☐ Worldvision 61 ☐ Xerox 111 ☐

in the Nov. 17 issue of *Fortune* magazine reported rumors that ABC News and Sports President Roone Arledge may have pushed the news coverage of the Rule matter to put Rule in a bad light and therefore improve his own position in the company.

The article claimed that if Rule were out, Frederick Pierce, ABC Television president and ABC Inc. executive vice president, would be the likely successor, giving Arledge the chance to step into Pierce's current job.

"In the corridors of ABC," wrote Rowan, "where company power struggles cause endless conjecture, there is talk of Roone nudging this evolutionary process along by getting rid of Rule. . . . This talk has fueled rumors that the news division's aggressive coverage of the scandal was masterminded by Arledge and aimed at Rule."

That supposition was strongly denied as "utterly ridiculous and completely untrue" last week by an ABC News spokesman, who claimed that "people who know Roone know he has no interest in becoming president of ABC Television." And "if and when the time comes" that Arledge might be interested, the spokesman continued, "he would never have to use this methodology."

He added that Arledge is "obviously disturbed by what has been written." Another at ABC said that "Roone is steaming over that line of speculation."

The bulk of the article, "ABC Covers Itself: It's a mad, mad, mad, mad corporation since the news division started stalking a seeming scandal at the top," primarily described that "stalking."

It included reports of the secrecy of the news division in digging out the story of its own corporation, leading in fact with the line, "Steve Jacobs [an ABC News producer] flew in from Washington under orders not to tell anybody what he was doing."

It also mentioned that "even the cops saw the humor of the confrontation" when the office of Ron Sunderland, ABC Entertainment vice president, tried to get an ABC News team ejected and "how could an ABC News team be arrested for trespassing on ABC property?"

Pressure on the news department also was alleged.

Sunderland later was said to have been chased by an ABC camera crew. And, according to the *Fortune* article, when the chaser, correspondent Bill Greenwood, "returned to his office, [*World News Tonight* executive producer Jeff] Gralnick and Roone Arledge . . . had already got the word from on high: 'Try that again and your boys will be arrested.' Nevertheless, they were beaming."

After the news story involving Spelling-Goldberg and Rule was aired on *World News Tonight* in late August, ABC Chairman Leonard Goldenson, according to the article, "promptly telephoned Arledge to complain about the rough treatment—a reaction that other businessmen who feel they are pilloried by television may savor. Arledge didn't return the call."

Fund raiser

Turner Broadcasting offers million shares of stock in search of $15 million to reduce its bank debt

"It's a necessary step—but probably just a first step." That's the way some members of the financial community are looking at Turner Broadcasting System's plans to offer an additional one million common shares of common stock.

On Oct. 31, TBS registered the proposed sale with the Securities and Exchange Commission. Pegged to market value, the offering is to be made through the Atlanta brokerage house of Robinson-Humphrey Co. With shares trading over-the-counter in the area of $16 each, the sale is expected to yield TBS on the order of $15 million, and the company said it would apply the proceeds to the reduction of bank debt. At the moment, according to TBS financial vice president William C. Bevins Jr., the company has been using short-term lines of credit for borrowings that total "$11.5 million and are growing, obviously."

It has been generally estimated that TBS's Cable News Network is losing $2 million to $2.5 million a month. Though offset to some extent by the favorable results of "superstation WTBS(TV) Atlanta (reportedly earning $10 million in operating profit on an annual basis), there are also the estimated losses ($4 million a year) of the TBS sports teams to consider. TBS owns 100% of the Atlanta Braves baseball team, 99% of the Atlanta Chiefs soccer team and 66% of the Altanta Hawks basketball team. Third-quarter results aren't due until Nov. 17, but the TBS second-quarter figures show a six-month loss of $4 million, compared with $881,000 for 1979's first half. Figures like those are prompting the assumptions that TBS has to look for additional funding down the line.

Sources already indicate TBS is looking to arrange long-term borrowing commitments to replace the short-term lines it has been drawing on and which have total availability of $17 million.

Debt isn't the only thing the million-share offering will reduce. Right now, Ted Turner holds about 87% of the approximately 10 million shares of TBS that are outstanding. Increasing the common by one million shares will effectively dilute his holdings to about 79%.

Bottom Line

Ampex acquisition cleared. Boards of directors of The Signal Companies and Ampex Corp. on Oct. 29 approved and companies signed formal definitive agreement for Signal to acquire equipment manufacturer (BROADCASTING, Oct. 20). Involved is exchange of 0.85% of Signal common share for each of 11 million outstanding shares of Ampex plus two million reserved for debenture conversion and stock options, putting worth of more than $430 million on deal. Signal investments include Golden West Broadcasters.

□

MESBIC license. Sam Ewing, president of NAB's minority broadcast investment fund, Broadcap, says Small Business Administration will issue license for Broadcap subsidiary MESBIC (Minority Enterprise Small Business Investment Corp.) by "middle of this month." Applications for funds will be accepted after license is received, and MESBIC will begin making investments "by the end of the year," Ewing said. Broadcap currently has $10 million in cash and pledges and will be eligible for matching funds from SBA, which will contribute $4 for every $1 raised by Broadcap.

□

August totals. Network television revenues in August totaled $348.1 million, up 14.6% from August 1979, according to estimates compiled by Broadcast Advertisers Reports and released last week by the Television Bureau of Advertising. The month's outlays pushed the total for the first eight months of 1980 past the $3-billion mark, to almost $3.2 billion, also up 14.6% from the same period of 1979.

August

	1979	1980	% Chg.
Daytime	$109,368,000	$122,518,100	+12.0
Mon.-Fri.	81,080,200	89,516,500	+10.4
Sat.-Sun.	28,287,800	33,001,600	+16.7
Nighttime	194,262,800	225,534,400	+16.1
Total	$303,630,800	$348,052,500	+14.6

January-August

	1979	1980	% Chg.
Daytime	$946,978,900	$1,090,228,800	+15.1
Mon.-Fri.	649,952,000	765,650,100	+17.8
Sat.-Sun.	297,026,900	324,578,700	+ 9.3
Nighttime	1,845,025,600	2,109,715,300	+14.3
Total	$2,792,004,500	$3,199,944,100	+14.6

Monitor

In the marketplace. Free 80-second *How About . . .* science reports with Don Herbert (formerly Mr. Wizard) will continue for another two years with equal grants of $396,240 from National Science Foundation and General Motors Research Laboratories. Alcare Communications handles distribution.

☐

NATPE notes. Keynoting National Association of Television Program Executives conference next March in New York will be Robert Bennett, president and general manager of WCVB-TV Boston. For convention March 13-18, NATPE has upped general registration from $150 to $275 and will be charging spouses $100 each. And to deal with larger-than-normal number of participants expected, given New York site, one-day passes will be issued for $100. NATPE follies, annual spoof revue, will be held at Radio City Music Hall, complete with Rockettes.

☐

Silent programing. Sign Language Entertainment, programing directed toward hearing impaired, expects to begin national distribution via yet-to-be-named cable network first of year, according to Sheldon I. Altfield, executive producer. Programs produced by "The Silent Network" at its Los Angeles studios have already aired on KCET(TV) and KABC-TV in that city, and NBC-TV has ordered 20-week series to be aired on its owned-and-operated stations. Altfield said programs will run full spectrum of entertainment, using sign language but with voice narratives possibility. He estimated 10% of population is hearing impaired, and that up to two million Americans use some form of sign language.

☐

Black grid classic offered. Cable Associated Sports Enterprises, Altadena, Calif., has announced that Gold Bowl telecast from Richmond, Va., will open collegiate post-season play on Dec. 6. In addition to national TV exposure, game between top teams of Mid-Eastern Athletic Conference and Central Intercollegiate Athletic Association will be picked up by Armed Forces Television network for worldwide distribution. CASE is rights holder to Gold Bowl which was started in 1976 to provide opportunity for post-season bowl play for black colleges. CASE's James Hunter will be executive producer, with other production work by Mobile Video Systems, Los Angeles. Sales are being handled by Syndicated Sports Sales, Englewood, N.J., (201) 567-3736, and TVS Television Sales, New York (212) 949-3939. Latter is in charge of market clearances.

PlayBack

Saluting L.A.'s 200th. Los Angeles bicentennial is being commemorated by local CBS-affiliate KNXT-TV in form of 200 one-minute tributes, which will air about three times daily, seven days a week, through Sept. 2, 1981. Spots are modeled after CBS bicentennial minutes of 1976. Celebrities and civic leaders narrate vignettes of city's history. Among 105 who have taped segments are Johnny Carson, Ricardo Montelban, Frank Sinatra, Shirley Jones, Tommy Lasorda, and Mayor Tom Bradley.

☐

New source. *Jewish Spectrum,* 30-minute weekly public affairs radio program has premiered on 12 stations, some in major markets. Produced by Jewish Broadcasting Service, program is offered on barter basis and has two minutes available for local advertising. For information: (212) 275-2546.

☐

High-priced team. WRIF(FM) Detroit recently signed five-year contract with morning team of George Baier and Jim Johnson totalling $1,000,000. Average salary for major market morning personalities ranges from $40,000 to $70,000, according to one consultant. According to Baier, amount, which is inflated by bonuses increasing at latter end of contract time, is not as significant as contract duration. Duration, says Baier, reflects increasing competition in personality radio.

☐

First fives. The top five songs in **contemporary radio airplay,** as reported by BROADCASTING's *Playlist:* (1) *Woman In Love* by Barbra Streisand on Columba; (2) *Lady* by Kenny Rogers on United Artists; (3) *He's So Shy* by the Pointer Sisters on Planet; (4) *Dreaming* by Cliff Richard on EMI/America; (5) *Another One Bites the Dust* by Queen on Elektra. The top five in **country radio airplay:** (1) *If You Change Your Mind* by Crystal Gayle on Columbia; (2) *On the Road Again* by Willie Nelson on Columbia; (3) *Lady* by Kenny Rogers on United Artists; (4) *Smokey Mountain Rain* by Ronnie Milsap on RCA: (5) *Hard Times* by Lacy J. Dalton on Columbia.

Ratings Roundup

A dozen new and returning series had their season premieres on CBS-TV and ABC-TV during the week ended Nov. 2. Reaction to the veterans was mixed, ranging from a 24.3 rating and 36 share for CBS's *Alice* to a 14.7/25 for the same network's *WKRP in Cincinnati*.

But it was a lukewarm ratings response at best for the three new entries introduced that week. All half-hour situation comedies, none scored above a mid-20's share, with CBS's *Ladies' Man* earning an 18.4/27 and ABC's *It's a Living* and *I'm a Big Girl Now* bringing only a 15.7/26 and a 15.3/26 respectively.

It was the week—Oct. 27-Nov. 2—that both ABC and CBS claimed as their "premiere week" as many strike-delayed series began showing up on the airwaves with original episodes. NBC, with the *Shogun* blockbuster already having swept the ratings and with the World Series behind it as well, has been maintaining the 1980/81 television season began as usual, in mid-September.

CBS, having staggered through the first weeks of NBC's "season," claimed victory on the first week of its own. Network averages were CBS: 19.8/32; ABC: 18.3/29, and NBC: 16.5/27.

The First 20

Rank	Program	Network	Rating/ Share
1	*60 Minutes*	CBS	26.6/42
2	*Big Event: The Gauntlet*	NBC	25.1/39
3	*Love Boat*	ABC	24.5/41
4	*Alice* (premiere)	CBS	24.3/36
5	*Jeffersons* (premiere)	CBS	24.0/35
6	*Jayne Mansfield Story* (movie)	CBS	23.7/38
	Archie Bunker's Place (premiere)	CBS	23.7/35
8	*Little House on the Prairie*	NBC	23.2/34
9	*Dallas*	CBS	23.1/40
	Three's Company (premiere)	ABC	23.1/33
11	*Rape and Marriage: The Rideout Case* (movie)	CBS	22.3/37
12	*Eight is Enough* (premiere)	ABC	22.0/34
13	*Fantasy Island*	ABC	21.1/39
	*M*A*S*H*	CBS	21.1/31
15	*Real People*	NBC	20.8/33
	World's Most Spectacular Stuntman (special)	ABC	20.8/31
17	*Body Human: The Sexes II* (special)	CBS	20.5/33
18	*Father Damien: The Leper Priest* (movie)	NBC	19.9/32
19	*Lucille Ball Special*	NBC	19.9/29
	That's Incredible	ABC	19.9/29

The Final Five

Rank	Program	Network	Rating/ Share
52	*NBC News Special Report: The Hostages*	NBC	8.3/14
51	*Smothers Brothers Special*	NBC	10.5/19
50	*The Omen* (movie)	NBC	11.2/18
49	*Tim Conway Show*	CBS	11.4/19
48	*The Legend of Sleepy Hollow* (movie)	NBC	12.9/22

Principals: Joel M. Bell (51%), wife, Deeann (44%) and Joel's father, Jerome (5%). Joel is sales manager for WHON(AM) Richmond, Ind. Deeann is housewife. Jerome is sales representative, for Phillips Petroleum Co., Dayton, Ohio. They have no other broadcast interests. Action Oct. 7.

- Brownwood, Tex.—Multi-Media Ministries Inc. granted 99.3 mhz, .700 kw, HAAT: 115 ft. Address: 114 Center Ave., P.O. Box 602, Brownwood 76801. Estimated construction cost: $6,542.; first-year operating cost: $3,360; revenue $13,800. Format: Religious. Principals: Herbert Ray Williams, David Joel Fair and Marion Lamar Bishop (1/3 each). Williams is grocery distributor. Fair and Bishop work for plastics manufacturing firm, all in Brownwood. They have no other broadcast interests. Action Oct. 9.

- Cody, Wyo.—Wyomedia, Wyoming partnership, granted authorization for new FM over Shoshone Communications Corp., after comparative hearing on firms' mutually exclusive applications before ALJ Edward J. Kuhlman. Shoshone is licensee of KODI(AM) Cody. Wyomedia is also applicant for new FM at Casper, Wyo. Settlement agreement under which only other applicant would withdraw and Wyomedia would be granted authorization is pending before FCC. (BC Docs. 80-58-59). Ann. Oct. 27.

TV action

- *Manistee, Mich.—Grant Valley State Colleges' application for ch. 21 dismissed. ERP: 1,405 kw vis., 140.5 kw aur., HAAT: 1,189 ft., ant. height above ground: 999 ft. Address: College Station, Allendale, Mich. Estimated construction cost: $1,239,000; first-year operating cost: $120,000; revenue: $120,000. Legal counsel: Bonner, Thompson, O'Connell & Gaynes, Washington; consulting engineer: John F. X. Browne & Associates. Principals: Board of Control of colleges. Applied to be satellite of WGVC(TV) Grand Rapids, Mich. (ch. 35). Action Oct. 24.

- Milwaukee—Wisconsin Voice of Christian Youth Inc. granted ch. 30 (566-572 mhz); ERP 550 kw (DA), 1070 kw (M) vis., 55 kw aur., HAAT 960 ft. Address: 2712 W. Vilet St., Milwaukee 53208. Estimated construction cost: $190,041; first-year operating cost: $50,000; revenue $100,000. Applicant is nonstock, nonprofit religious corporation. Robert W. Gilman, president. Action Oct. 21.

Licenses

- WDLK(AM) Dadeville, Ala.
- WDLV(AM) Pinehurst, N.C.
- KPOK(AM) Bowman, N.D.
- KZAN(AM) Ogden, Utah
- KMLE(FM) Chandler, Ariz.
- KIDQ(FM) Boise, Idaho
- KORT-FM Grangeville, Idaho
- KLER-FM Orofino, Idaho
- KPND(FM) Sandpoint, Idaho
- *KGLH(FM) Gerlach, Neb.
- *KNMI(FM) Farmington, N.M.
- KCGL(FM) Centerville, Utah
- *KPCW(FM) Park City, Utah
- WPCB-TV Greensburg, Pa.

Ownership Changes

Applications

- WVHI(FM) Evansville, Ind. (FM: 105.3 mhz, 50 kw [h], 13 kw [v])—Seeks assignment of license from Valley-Hi Broadcasting Corp. to Beasley Broadcasting of Evansville, Ind. for $700,000. Seller: Samuel M. Angel (49%); Ronald E. Goodin (33%), Donald L. Chagle (10%) and Donald R. Hooe (4%). Angel's wife, Betty and Chagle and Goodin own one third each of WJOE(AM)-WGCV(FM) Port St. Joe, Fla. Hooe has no other broadcast interests. Buyer: George G. Beasley (95%) and son Brian (5%). Senior Beasley owns broadcast group whose stations include: WFMC(AM)-WOKN(FM) Goldsboro, WJNC(AM)-WRCM(FM) Jacksonville; WWMO(FM) Reidsville, all North Carolina; WKBX(AM)-WSGF(FM) Savannah, Ga., and WDMT(FM) Cleveland. He also owns 85% of WGAC(AM) Augusta, Ga., 67.5% of WMOO(AM)-WBLX(FM) Mobile, Ala. and 60% of WFAI(AM) Fayetteville, N.C. Brian has no other business or broadcast interests. Ann. Oct. 14.

- WOBS(AM) New Albany, Ind. (AM: 1570 khz, 1 kw-D)—Seeks transfer of control of S.S.S. of Kentucky from Stanley E. Picus et al (100% before; none after) to Eddie Sears (none before; 100% after). Consideration: $600,000. Principals: Lawrence Picus (49%), son Stanley (50%) and Stephen S. Macri (1%). Lawrence owns WFME(FM) Forsyth, Ga., and WEHA(AM) Englewood, Tenn. Stanley and Macri have no other broadcast interests. Sears is general manager of WBOS and owns New Albany advertising, public relations and broadcast consulting firm. He has no other broadcast interests. Ann. Oct. 12.

- WELF(FM) Presque Isle, Me. (FM: 101.7 mhz, 3 kw)—Seeks assignment of license from Jack F. Sieber to Weiner Broadcasting for $75,000. Seller: Sieber has no other broadcast interests. Buyer: Allan Weiner (100%). He is chief engineer at WEGP(AM) Presque Isle and has pending application for new AM in Monticello, Me. Ann. Oct. 14.

- WORO(FM) Corozal, P.R. (FM: 92.5 mhz, 50 kw)—Seeks assignment of license from Jose Arturo Fernandez to Catholic Apostolic & Roman Church, San Juan Archdiocese for $1 million. Seller: Fernandez has no other broadcast interests. Buyer: San Juan Archdiocese is governed by Archbishop Luis Cardinal Aponte Martinez. It has no other broadcast interests. Ann. Oct. 14.

- KLYX-FM Sioux Falls, S.D. (FM: 93.5 mhz, 3 kw)—Seeks assignment of license from Sodak Broadcasting to Thomas E. Ingstad for between $325,000-$370,000. Seller: Neil Clarke (80%) and Dennis A. Mathis (20%). They have sold, subject to FCC approval, KLYX(AM) Sioux Falls to separate buyer (BROADCASTING, Nov. 3). Ingstad owns KKXL(AM)-KKDQ(FM) Grand Forks, N.D.; KXIC(AM)-KKRQ(FM) Iowa City, and KKRC(AM) Sioux Falls, S.D. He also owns 33.3% of KOVC(AM) Valley City and KBMU(AM) Wahpeton, both North Dakota and KWAD(AM)-KKWS(FM) Wadena, and KKWB(FM) Breckenridge, all Minnesota. Ann. Oct. 14.

Actions

- KFFA(AM) Helena, Ark. (AM: 1360 khz, 1 kw-U)—Granted assignment of license from Helena Broadcasting Co. to Delta Broadcasting Co. for $445,000. Seller: Sam W. Anderson who has no other broadcast interests. Buyer: Jamie M. Howe (76%), Thomas B. McBee (20%) and two others. Howe is Wabash, Ark., farming consultant. McBee is former announcer with KATV(TV) Little Rock, Ark. They have no other broadcast interests. Action Oct. 3.

- WCAI(AM) Fort Myers, Fla. (AM: 1350 khz, 1 kw-D)—Granted transfer of control of station from Lee Broadcasting (100% before, none after) to Ercona South Inc. (none before; 100% after). Consideration: $600,000. Principals: Truman A. Morris (50.2%) and Ronald E. Pierce (25.1%) and wife, Helen (24.7%). Lee is applicant for new FM at Fort Myers, Fla. They have no other broadcast interests. Buyer: Charles H. Frank and wife, Ethel (50% each). They own Bellmore, N.Y., electronic and optics components sales company. They have no other broadcast interests. Action Oct. 15.

- KIOE(AM) Honolulu, Hawaii (AM: 1080 khz, 5 kw-U)—Granted assignment of license from DaKine Hawaiian Radio Inc. to sunbelt Communications for $1.1 million. Seller: Everett James and family. They have no other broadcast interests. Buyer: Franklin Fried (50%), Jeffrey P. Sudikoff and Robert L. Baum (25% each). Fried owns management consulting firm in Los Angeles. Sudikoff owns Santa Monica radio program production co. Baum is St. Louis, Mo. law student. He is also vice president of Sudikoff's production co. They have no other broadcast interests. Action Oct. 26.

- KLOQ(FM) Lyons, Kan. (FM: 106.1 mhz, 62 kw, HAAT: 175 ft)—Granted transfer of control from Chief Productions Inc. to Thomas L. Rairdon for $400,000. Seller: C. Kay Hutchinson (51%) and wife, Elizabeth (49%). They have no other broadcast interests. Rairdon is Hutchinson, Kan., broadcast consultant. He has no other broadcast interests. Action Oct. 14.

- WCEN-AM-FM Mt. Pleasant, Mich. (AM: 1150 khz, 1 kw-D, 500 w-N; FM: 94.5 mhz, 16 kw)—Granted transfer of control of Central Michigan Broadcasters from Raymond C. Cook (27% before; none after) to remaining stockholders (73% before; 100% after). Consideration: $180,000. Principals: Cook has no other broadcast interests. Transferees are: Anthony Bielawski and S. Franklin Horowitz (37.14%) and Charles E. Anthony (25.72%). All have had interest in stations before transfer and are increasing holdings as a result of transfer of Cook's shares back into licensee company. Horowitz has 27.45% interest in WSTR-AM-FM Sturgis, Mich., and interest in cable system there. Bielawski and Anthony have no other broadcast interests. Action Oct. 20.

- KBCC(AM) Cuba, Mo. (AM: 140 1410 khz, (permittee))—Granted transfer of control of Crawford Broadcasting from J. Cozart et al (75% before; none after) to Neal and Gail Stephens (none before; 75% after). Consideration: $71,400. Transferors: John Cozart (25%), H.C. Packard (16%), Charles A. Kolb (16%) and James W. Cape (16%). They have no other broadcast interests. Transferees: Stephenses (married) who own S&W Drilling Co., Leasburg, Mo. They have no other broadcast interests. Action Oct. 8.

- KJEL-AM-FM Lebanon, Mo. (AM: 1080 khz, 250 w-D; FM: 103.7 mhz, 30 kw, HAAT: 255 ft.)—Granted assignment of licenses from Risner Broadcasting Inc. to KJEL Inc. for $375,000. Seller: James L. Risner who has no other broadcast interests. Buyer: John C. Bussinger, O.L. Cooper, Ronald M. Sewell, Joe H. Hendricks Sr. and Larry E. Gilpin (20% each). Bussinger is store manager; Cooper is pharmacist; Sewell is banker, and Hendricks is owner of title and abstract office, all in El Dorado Springs, Mo. Gilpin is account executive with KYTV(TV) Springfield, Mo. They have no other broadcast interests. Action Oct. 8.

- KTCB(AM)-KMAL(FM) Malden, Mo. (AM: 1470 khz, 1 kw-D, FM: 92.7 mhz, 3 kw, HAAT: 193 ft)—Granted transfer of control from Richard J. Weithan to Donald and Shelby Jones for $57,000. Seller is retiring. Buyer Donald is president of Tri County Broadcasters, licensee of station and wife Shelby is secretary. Donald's mother Mary owns 1/6 while his aunt Mabel owns 1/3 of station. Buyer has no other broadcast interests. Action Oct. 3.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1980

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,565	3	0	4,568	121	4,689
Commercial FM	3,240	2	0	3,242	148	3,390
Educational FM	1,076	0	0	1,076	80	1,156
Total Radio	8,881	5	0	8,886	349	9,235
Commercial TV						
VHF	516	1	0	517	10	527
UHF	227	0	3	230	87	317
Educational TV						
VHF	100	1	4	105	7	112
UHF	155	2	5	162	14	176
Total TV	998	4	12	1,014	118	1,132
FM Translators	329	0	0	329	186	515
TV Translators						
UHF	2,554	0	0	2,554	263	2,817
VHF	1,348	0	0	1,348	471	1,819

*Special temporary authorization

**Includes off-air licenses

NOTE

ONLY THE FOLLOWING PAGES OF THIS PUBLICATION

HAVE BEEN FILMED

Cover 1, p. 3,

62, 78.

Reagan team taking shape □ Cautious bullishness for TVB □ State of the art in technology

Broadcasting Nov 17

The News Magazine of the Fifth Estate □ Established 1931

Our 50th Year □ 1980

1 11/10/80 C 1750-1 U -

Viacom has the [illegible] laughs in [illegible]

Tandem Productions'
All in the Family
The Bob Newhart Show
The Mary Tyler Moore Show
My Three Sons
Family Affair
The Beverly Hillbillies
The Andy Griffith Show

Hogan's Heroes
Gomer Pyle
Petticoat Junction
I Love Lucy
The Dick Van Dyke Show
The Honeymooners
The Phil Silvers Show

(c) 1980 Viacom International Inc. All rights reserved.

20014KENNEP2098 Z4Z APR/81
J P KENNEDY
CIS
4520 EAST WEST HWY **SAMPLE
SUITE 500
WASHINGTON DC 20014

The First 50 Years Of Broadcasting

1936

□

PAGE 71

Broadcasting Nov 17

The Week in Brief

TOP OF THE WEEK

RESHAPING FOR REAGAN ☐ Transition team under Washington attorney Gardner will scrutinize communications agencies before new administration affixes its stamp. KLAS-TV's Smith is in group of 30 that will study FCC operations. Input is expected from former FCC chairmen, Burch and Wiley. **PAGE 19.**

REAGAN MARKET FINALLY SOARS ☐ Bulls rampage after brief retreat. Analysts generally expect incoming administration to be good news for broadcasting stocks. **PAGE 20.**

TELETEXT IN L.A. ☐ CBS Inc. will begin its first public testing there in co-op project with KNXT, KCET and WGBH-TV. Antiope system will be used. **PAGE 21.**

CONFIDENCE AND CAUTION ☐ TVB members are reminded they are winners in Las Vegas by reports of television's major gains in revenues and expectation of more. **PAGE 24.** But there are words of warning that social and technical changes will bring need to adjust. **PAGE 25.**

SPECIAL REPORT

STATE OF THE ART ☐ Broadcast equipment and technology in this first year of new decade are reviewed. Particular attention is paid to digital television, satellites and radio and ENG. **PAGE 31.** Part one focuses on inexorable pace of innovation in TV. **PAGE 32.** In radio, competition has been spurred by competition for better sound. **PAGE 42.**

MEDIA

AND THE WINNER IS ... WHO? ☐ Judge dismisses part of suit by ATC subsidiary against Warner Amex cable grant in Pittsburgh. Now both sides claim victory. **PAGE 52.**

DECISION FOR VOTERS ☐ Petition filed with Dallas city council calls for referendum on cable award to Warner Amex. **PAGE 52.**

PAY TV IN BRITAIN ☐ Government will allow 12 cable systems to offer subscription channels. **PAGE 52.**

PROGRAMING

UA KEEPS WINNING FOR THE GIPPER ☐ Ronald Reagan's election revives interest in TV and movie-house showings of his 56 film performances. **PAGE 60.**

JOURNALISM

PROTECTION ☐ NAB's insurance plan will give members protection against libel, slander and related risks that have inhibited past journalistic efforts. **PAGE 63.**

LAW & REGULATION

CHANDLER V. FLORIDA ☐ Supreme Court hears arguments on claims of Miami Beach policemen that cameras in courtroom adversely affected their burglary trial. **PAGE 65.**

THUMBS DOWN ☐ FCC rejects $15-million distress sale of Faith Center's three TV properties. **PAGE 66.**

TECHNOLOGY

ON DISPLAY AT SMPTE ☐ Annual meeting in New York features papers on wide range of 80's technology. More than 200 exhibitors show their wares. **PAGE 67.**

1936

THE 'BROADCASTING' YEARS ☐ Many newspaper groups, who had been foes of radio in earlier years, dropped their cudgels and sought entry into station ownership ranks. Rapidity of trend stirred apprehension on Capitol Hill. To accommodate existing services and expected new media, FCC ordered allocations hearings. And radio scored journalistic high marks and realized substantial revenues from the 1936 political races. **PAGE 71.**

PROFILE

NOW IT'S THE NEWS THAT MUST GO ON ☐ David Hartman's transition from actor to information-show host stirred skepticism among some journalistic purists. But that was five years ago, before Hartman's imaginative blending of news and entertainment pushed ABC-TV's *Good Morning America* to the top of the early-morning ratings. **PAGE 97.**

Business Briefly 6
Changing Hands 56
Closed Circuit 5
Datebook 12
Editorials 98
Fates & Fortunes 91
For the Record 76
In Sync 68
Intermedia 56
Monday Memo 17
Monitor 62
News Beat 64
Open Mike 16
Playback 61
Stock Index 95
Washington Watch 66

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ Bethlehem Steel 46-47 ☐ Blackburn & Co. 58 ☐ Bridal Fair 60 ☐ Broadcast Personnel 91 ☐ CMX Orrox 33 ☐ Capital Cities TV Productions 45 ☐ Century 21 63 ☐ Continental Electronics 56 ☐ Convergence Corp. back cover ☐ Fuji 57 ☐ Gannett Company inside front cover ☐ Harris 35, 53 ☐ Ted Hepburn 59 ☐ Home Theater Network 12 ☐ Rex Humbard 7 ☐ International Tapetronics 44 ☐ JVC 39 ☐ Katz 11 ☐ Lorimar 8-9 ☐ MCA-TV 4 ☐ Robert O. Mahlman Inc. 6 ☐ McCurdy Radio 30 ☐ McDonnell Douglas inside back cover ☐ University of Michigan 64 ☐ Microprobe 62 ☐ Motor Vehicle Association 65 ☐ O'Connor Creative Services 61, 94 ☐ Otari 49 ☐ Panasonic 28-29 ☐ Paramount 50-51 ☐ Philips 40-41 ☐ Southern Satellite Systems 37 ☐ Standard Rate & Data 96 ☐ Joe Sullivan 38 ☐ William B. Tanner 92 ☐ Trident TV Assocs. 10, 13, 14 ☐ Viacom front cover ☐ WHIO-TV 18 ☐ WHO-TV 70 ☐ Warner Brothers TV 15, 43 ☐ Western Union 54-55 ☐ Worldvision 27 ☐

tinct possibility" that major sporting events will eventually be priced out of the free TV market, a contention disputed by the other two network chiefs.

NBC's Tartikoff said that while his network has not yet formally entered the cable industry, unlike ABC and CBS, it is reviewing the possibility of doing so. "Some moves in that direction (toward cable) might be profitable for us and will be considered," Tartikoff explained. "It's the difference between a pot of gold and 'some' gold. We believe that network television will be the place where most of the money will be in the 80's and 90's."

Monitor

Educational experience. Faculty members from universities across the country were at NAB's Washington headquarters Nov. 6-8 for a series of panel discussions led by representatives of all phases of the electronics media. The overriding message of the Broadcast Education Association Faculty/Industry Seminar was the importance of audience research today and even more so in the future as new technologies fragment the audience. Among the speakers was Gene Jankowski, president, CBS/Broadcast Group, who responded to questions at Thursday's dinner (right); Squire Rushnell, vice president, ABC Entertainment; Robert Wussler, Turner Broadcasting System; Jeffrey Weiss, Viacom, and Richard Sonnenfeldt, NBC.

□

And now for something completly different. Telepictures Corp., New York, said it has acquired exclusive U.S. distribution rights to 44 half-hours of *Monty Python's Flying Circus,* including first rights ever granted by Monty Python Co. for editing to allow for commercial inserts. *Python* began on BBC-TV in 1970, was subsequently seen on U.S. public stations.

□

'Taxi' fare. Pre-distribution sale of ABC-TV hit series, *Taxi,* to seven Times Mirror television stations has been announced by Paramount Television Domestic Syndication. *Taxi,* previously sold to WNEW-TV New York and KTLA-TV Los Angeles, becomes available for showing in syndication in fall of 1983.

□

Here's looking at you. USA Network has begun what network president, Kay Koplovitz, calls "consummate sports series." Half-hour variety show airing thrice weekly, program is hosted by Roy Firestone, weekend anchor and features reporter at KNXT(TV) Los Angeles, and Ira Fistell, talk show host at KABC(AM) Los Angeles. Regular features include "hot seat" interviews, "bettor's corner" reports, "nostalgia time"—reviews of great moments in sports—and "The Fans," segment that allows "sports diehards to voice opinions." Masda Motors has signed as participating sponsor.

□

News for Saturday. ABC-TV is adding three more entries to its 1980-81 Saturday-morning children's schedule, which started Nov. 8: *Fonz and the Happy Days Gang,* animated half-hour based on prime-time *Happy Days* characters (9-9:30 a.m. NYT); *Richie Rich/Scooby & Scrappy Doo Show,* combination based on *Richie Rich* comic-book character, and new comedies in *Scooby-Scrappy* series (9:30-10:25 a.m.), and return of *Superfriends Hour* with new episodes (8-9 a.m.). Other new entries, announced earlier: *Thundarr the Barbarian* (10:30-55 a.m.), *Heathcliff and Dingbat* (11-11:30), *Plastic Man/Baby Plas Super Comedy Show* (11:30-55).

□

3-D thrillers. MCA Videocassette Co. is releasing on videocassette 3-D versions of two celebrated classics of 1950's sci-fi genre—"Creature from the Black Lagoon" and "It Came from Outer Space." Each cassette comes complete with four pairs of 3-D glasses.

Ratings Roundup

It was series stunting at its best. For the week ended Nov. 9, CBS-TV aired four episodes of *Dallas,* winning three of the top five ratings scores and four of the top 10—all this without even revealing who shot J.R.

Top-rated of the week was Sunday's episode which scored a massive 40.0 rating and 59 share. The season opener, in its regular time period, Friday at 10 p.m., grabbed an even higher share, with a 38.2/61. Reruns brought a 31.8/51 (Friday, just prior to the premiere) and a 24.7/42 (Thursday).

Add to those four episodes the five regularly scheduled series CBS ran on Sunday night and the network pulled in the top nine numbers of the week.

Over-all the prime-time averages were CBS 22.2/35, ABC-TV 17.9/28 and NBC-TV 14.8/23.

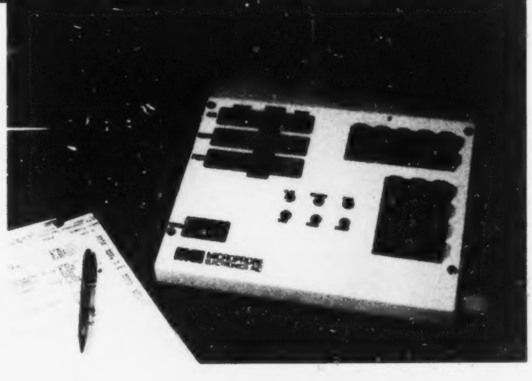
Elsewhere in the ratings, CBS's debut of *Ladies' Man* was well received, earning a 24.0/36 against NBC's *Little House on the Prairie* and paid political time on ABC. CBS also proved the winner, along with President-elect Reagan, on election night, beating the network competition with an 18.7/27 (BROADCASTING, Nov. 10).

The First 20

Rank	Program	Network	Rating Share
1	*Dallas* (Sunday)	CBS	40.0/59
2	*Dallas* (Friday premiere)	CBS	38.2/61
3	*Jeffersons*	CBS	32.1/45
4	*Dallas* (Friday)	CBS	31.8/51
5	*Alice*	CBS	31.2/44
6	*60 Minutes*	CBS	29.7/45
7	*One Day at a Time*	CBS	29.2/41
8	*Archie Bunker's Place*	CBS	27.6/40
9	*Dallas* (Thursday)	CBS	24.7/42
10	*Love Boat*	ABC	24.4/42
11	*Ladies' Man* (premiere)	CBS	24.0/36
12	*Love at First Bite* (movie)	CBS	23.2/37
13	*Flo*	CBS	23.2/36
14	*That's Incredible*	ABC	22.6/36
15	*Fantasy Island*	ABC	22.4/40
16	*Real People*	NBC	21.0/32
17	*M*A*S*H*	CBS	20.7/30
18	*Little House on the Prairie*	NBC	20.4/30
19	*NFL Monday Night Football* (Chicago v Cleveland)	ABC	20.2/37
20	*The Spy Who Loved Me* (movie)	ABC	19.7/28

The Final Five

41	*Lassiter* (special)	NBC	12.9/22
42	*Those Amazing Animals*	ABC	12.7/19
43	*"Return of the Pink Panther" (movie)*	NBC	11.5/19
44	*Campaign '80* preview	CBS	10.8/17
45	*NBC Magazine*	NBC	6.3/10



MEI INTRODUCES CONTROL-3

A *Versatile* Randam Select Programmer for Carousels, Instacarts, and Go-Carts.

Use Control-3 by itself, *OR* as a sub-programmer with your present automation to add random select capability and gain 2 additional sources.

MEI MEANS QUALITY, LOW-COST AUTOMATION

Please call Dave Collins
at (312) 440-3111

MEI MICROPROBE ELECTRONICS INC
JOHN HANCOCK CENTER, SUITE 1532A
875 NORTH MICHIGAN AVENUE
CHICAGO, ILLINOIS 60611

(BC Doc. 80-667). Action Oct. 28.

TV action

■ Sierra Vista, Ariz.—Broadcast Bureau, in response to petition by Sierra Vista Television Inc. proposed assigning UHF ch. 58 to Sierra Vista as its first TV assignment, comments due Dec. 22, replies Jan. 12. (BC Doc. No. 80-666). Action Oct. 21.

Translators

VHF actions

■ K03FT Rural Jackson County Southwest, Colo.—Jackson County granted CP for VHF translator on ch. 3, to rebroadcast KMGH-TV Denver. (BPTTV-800107II). Action Aug. 28.

■ K11PZ Rural Jackson County Southwest, Colo.—Jackson County granted CP for VHF translator on ch. 11, to rebroadcast KBTV-TV Denver. (BPTTV-800107IH). Action Aug. 28.

■ K13RB Rural Jackson County Southwest, Colo.—Jackson County granted CP for VHF translator on ch. 13, to rebroadcast KOA-TV, Denver. (BPTTV-800107IM). Action Aug. 28.

■ K12MK Walden, Colo.—Jackson County granted CP for VHF translator ch. 12, to rebroadcast KBTV-TV Denver. (BPTTV-800107IL). Action Aug. 28.

■ K13RE Opheim, Mont.—Opheim Community Club granted CP for VHF translator on ch. 13, to rebroadcast KUMV-TV Williston, N.D. (BPTTV-800204IM). Action Aug. 12.

■ K09PQ Arosk, Ore.—Arock Community TV granted CP for VHF translator on ch. 9, to rebroadcast KIVI-TV Nampa, Idaho. (BPTTV-800204IO). Action Aug. 15.

■ K13RF Arosk, Ore.—Arock Community TV granted CP for VHF translator on ch. 13, to rebroadcast KBCI-TV Boise, Idaho. (BPTTV-800204IP). Action Aug. 15.

■ W08BT Newberry S.C.—Capital Communications Inc. granted CP for VHF translator on ch. 8, to rebroadcast WLTX-TV Columbia, S.C. (BPTTV-800312IB). Action Aug. 27.

■ W08BS Sumter, S.C.—Capital Communications Inc. granted CP for VHF translator on ch. 8, to rebroadcast WLTX-TV Columbia, S.C. (BPTTV-800311IB). Action Aug. 27.

■ K05GX East Price, Utah—Carbon County Utah granted CP to VHF translator on ch. 5, to rebroadcast KSL-TV Salt Lake City. (BPTTV-800104IA). Action Aug. 12.

UHF actions

■ K55CN Bakersfield, Calif.—International Panorama TV Inc. granted CP to UHF translator on ch. 55, to rebroadcast KTBN-TV Fontana, Calif. (BPTT-800107IO). Action Aug. 12.

■ K57CC Hagerman, Idaho—The Klix Corp. granted CP for UHF translator on ch. 57, to rebroadcast KMVT-TV Twin Falls, Idaho. (BPTT-800125IC). Action Aug. 15.

■ K69CN St. Maries and Rose Lake, both Idaho—State Board of Education and Board of Regents of the University of Idaho granted CP for UHF translator on ch. 69, to rebroadcast KUID-TV Moscow, Idaho. (BPTT-790202JH). Action Sept. 24.

■ W32AC Muncie, Ind.—Full Gospel Business Men's Fellowship International-Muncie, Ind. Chapter granted CP to UHF translator on ch. 32, to rebroadcast WJAN-TV Canton, Ohio. (BPTT-800108IA). Action Aug. 12.

■ K49AM Lund and Preston, both Nebraska—White Pane Television District No. 1 granted CP for UHF translator on ch. 49, to rebroadcast KLVX-TV Las Vegas. (BPTT-800111IE). Action Aug. 15.

■ K63BU Gallina, N.M.—Gallina-Capulin TV Assn. granted CP for UHF translator on ch. 63, to rebroadcast KNME-TV Albuquerque, N.M. (BPTT-800516IB). Action Aug. 15.

■ K65CF Gallina, N.M.—Gallina-Capulin TV Assn. granted CP for UHF translator on ch. 65 to rebroadcast KOAT-TV Albuquerque, N.M. ((BPTT-800516IC). Action Aug. 15.

■ W66AQ Dayton, Ohio—Buford Television of Ohio Inc. granted CP for UHF translator on ch. 66 to rebroadcast WBTI-TV Cincinnati (BPTT-800204IL). Action Aug. 15.

■ W61AL Salem, Ore.—Full Gospel Business Men's Fellowship International-Salem, Ore. Chapter granted CP for UHF translator station on ch. 61 to rebroadcast WJAN-TV Canton, Ohio. (BPTT-800109IP). Action Aug. 15.

■ K55CQ Miami Tex.—Miami Translator System Inc. granted CP for UHF translator on ch. 55 to rebroadcast KETA-TV Oklahoma City (BPTT-800114IK). Action Aug. 12.

■ K55CP Victoria, Tex.—Community Television of Victoria granted CP for UHF translator on ch. 55, to rebroadcast KWEX-TV San Antonio, Tex. (BPTT-800428IM). Action Aug. 7.

■ K42AF Parowan, Summit and Enoch, all Utah—Iron County granted CP for UHF translator on ch 42, to rebroadcast KSTU-TV Salt Lake City. (BPTT-800204IN). Action Aug. 15.

■ K50AJ Ashford Elbe Mineral, Wash.—Pierce County Television Improvement District 1 granted CP for UHF translator on ch. 50, to rebroadcast KSTW-TV Tacoma, Wash. (BPTT-800313ID). Action Aug. 15.

■ K56BN Ashford Elbe Mineral, Wash.—Pierce County Television Improvement District 1 granted CP for UHF translator on ch. 56, to rebroadcast KIRO-TV Seattle, Wash. (BPTT-800313IF). Action Aug. 15.

■ K56CI Ashford Elbe Mineral, Wash.—Pierce County Television Improvement District 1 granted CP for UHF translator on ch. 67, to rebroadcast KTPS-TV Seattle, Wash. (BPTT-800313IH). Action Aug. 25.

■ K40AE Cashmere, Wash.—Upper Wenatchee Valley TV Assn. Inc. granted CP for UHF translator on ch. 40, to rebroadcast KCTS-TV Seattle, Wash. (BPTT-800319IA). Action Aug. 18.

■ K49AL Rural area in Vicinity of Cashmere, Wash.—Apple Valley Educational TV Assn. granted CP to UHF translator on ch. 49, to rebroadcast KWSU-TV Pullman, Wash. (BPTT-800102IG). Action Aug. 15.

■ K67CH Malott and vicinity, Wash.—Television Reception District No. 1 of Okanogan County, Wash., granted CP for UHF translator on ch. 67, to rebroadcast KTPS-TV Spokane, Wash. (BPTT-791231IK). Action Aug. 15.

■ W32AC Vancouver/Portland, Wash./Ore.—Full Gospel Business Men's Fellowship International-Muncie, Ind., chapter granted CP to UHF translator on ch 61, to rebroadcast WJAN-TV Canton, Ohio. (BPTT-800123IF). Action Aug. 15.

Cable

■ The following registrations have been received:

■ Tower Communications Inc. for Ironton, and Coal Grove, both Ohio (OH0122,230) add signal.

■ Jerico Cable TV Inc. for Chetopa, Kan. (KS0250) new system.

■ Marion Cable TV for Gas City, Jonesboro, Marion, and Grant, all Indiana (IN0030,1,2,107) add signal.

■ Teleprompter Corp. for Dubuque, Rock Island, Milan, East Dubuque, and Oak Grove, all Illinois. (IL0011,161,182,004,287) add signal.

■ Pierre Cable TV Service for Fort Pierre and Pierre, both South Dakota (SD0007,8) add signal.

■ Huron Cable TV Service for Huron, S.D. (SD0004) add signal.

■ Aberdeen Cable TV Service Inc. for Aberdeen and Brown, both South Dakota (SD003,41) add signal.

■ Teleprompter of Clarksburg Inc. for Clarksburg, Anmoore, Bridgeport, Nutter Fort, Stonewood, and Harrison, all West Virginia. (WV0032,29,31,5,6,373) add signal.

■ Teleprompter of Oswego Inc. for Oswego, Minetto, and Scriba, all New York. (NY0252,443,2,50) add signal.

■ El Paso Cablevision Inc. for El Paso, Tex. (TX0242) add signal.

■ New England Cablevision Inc. for Farmington, N.H. (NH0084) add signal.

■ Redden Enterprises Inc. for Arapaho, Commanche, Thomas, Seiling, Leedley, and Vici, all Oklahoma (OK088,123,10,51,0,2) add signal.

■ General Electric Cablevision Corp. for Medina, Limestone, Bellevue, Whispering Oaks, West Peoria, Peoria Heights, Bartonville, and Peoria, all Illinois, and Georgetown, Kentwood, Grandville, Wyoming, Plainfield, Grand Rapids, and Alpine, all Michigan. (IL0343, 2, 1, 260, 45, 153, 38, 109, MI388, 15, 289, 125, 394, 3, 2) add signal.

■ Teleprompter Corp. for Keene, Marlborough, and Swanzey, all New Hampshire. (NH0001,2,3) add signal.

■ General Electric Cablevision Corp. for Walker, East Grand Rapids, and Grand Rapids, all Michigan. (MI0391,36,256) add signal.

■ Orange County Cable Comm. Co. for Coto De Caza, Calif. (CA0765) new system.

■ Continental Cablevision of Ohio Inc. for Springfield, Moorefield, Fairborn, Bath, New Carlisle Enon, and Mad River, all Ohio. (OH0279,441,0,295,439,689,90,1) add signal.

■ Fort Smith TV Cable Co. for Roland, Okla. (OK0184) add signal.

■ Rock River Cablevision Co. for Coloma, Rock Falls, Sterling, Hopkins, Mont Morency, and Sterling, all Illinois. (IL0058,9,62,95,129,061) add signal.

■ Central Cable System Inc. for Clinton, Ill. (IL0159) add signal.

■ Harbor Videocable for Leavenworth, Wash. (WA0298,9) add signal.

■ Vista Cable Inc. for Brookston, and Chalmers, both Indiana. (IN0137,61) add signal.

■ Alert Cable TV of Wilson Inc. for Wilson, N.C. (NC0110) add signal.

■ Continental Cablevision of Morton Grove Inc. for

Summary of broadcasting

FCC tabulations as of Sept. 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,565	3	0	4,568	121	4,689
Commercial FM	3,240	2	0	3,242	148	3,390
Educational FM	1,076	0	0	1,076	80	1,156
Total Radio	8,881	5	0	8,886	349	9,235
Commercial TV						
VHF	516	1	0	517	10	527
UHF	227	0	3	230	87	317
Educational TV						
VHF	100	1	4	105	7	112
UHF	155	2	5	162	14	176
Total TV	998	4	12	1,014	118	1,132
FM Translators	329	0	0	329	186	515
TV Translators						
UHF	2,554	0	0	2,554	263	2,817
VHF	1,348	0	0	1,348	471	1,819

*Special temporary authorization

**Includes off-air licenses

Market-by-market: TV's financial reckoning for 1979

Broadcasting Nov 24

The News Magazine of the Fifth Estate ☐ Established 1931
Our 50th Year ☐ 1980

11/25/80 C1750-1 U

WE COVER AUSTIN WITHOUT ANY IFS, ANDS OR SCUTTLEBUTTS. Because we're the only station in Texas with a year-round news bureau in the state capital. From the first returns to the last hurrah, we stay on top so our viewers can stay informed. So when it comes to covering Texas politics, we're always the people's choice. **KPRC TV HOUSTON.**

Petry Television, Inc., National Representatives, NBC Affiliate.

20014KENNEP2098 ZWZ APR/81
J P KENNEDY
CIS ##SAMPL!
4520 EAST WEST HWY
SUITE 800
WASHINGTON DC 20014

The First 50 Years Of Broadcasting
1937
PAGE 85

Broadcasting Nov 24

The Week in Brief

TOP OF THE WEEK

PACKWOOD'S PLANS ☐ Next chairman of Senate Commerce Committee makes public his ideas about deregulation. **PAGE 27.**

MORE TRANSITION ☐ Reagan advisers accelerate work of picking faces and places in new administration. **PAGE 28.**

DON'T RELAX QUITE YET ☐ Court stays FCC's easing of cable distant-signal and syndicated exclusivity provisions, pending disposition of broadcasters' appeal. **PAGE 29.**

LOOSE BALL ON 9 KHZ ☐ Government appears in disarray under pressure of clock as it prepares for conference on AM broadcasting. NAB pressures for postponement of meeting. **PAGE 30.**

DALY JUMPS SHIP ☐ In surprise pullout, CBS Entertainment President resigns to take unannounced top post at Warner Bros. **PAGE 32.**

DO OR DIE FOR PREMIERE ☐ Attorneys general of 31 states support government's antitrust action against proposed pay-cable venture. Defendants' counsel says combine will not appeal adverse court ruling. **PAGE 33.**

WESTWARD HO FOR CABLE ☐ Anaheim, Calif., promises to be industry capital next month with Western Cable Show and NCTA board sessions. **PAGE 34.**

LAW & REGULATION

OHLBAUM PICKED ☐ FCC names 27-year veteran of agency to be acting chairman of Review Board, bypassing Marino. **PAGE 36.**

PROGRAMING

HONORED ☐ National Commission on Working Women presents special awards to networks and performers responsible for programs that portray issues of importance to women. **PAGE 43.**

BUSINESS

CABLE INCOME ☐ New York firm's analysis of publicly held companies finds industry income up 84% in 1979 with improvement in cash flow ratio. **PAGE 51.**

WARNER AMEX CHANGES ☐ Lockton tapped to be president and chief operating officer. Hauser continues as chairman and CEO, but Reinsch will relinquish co-chairmanship. **PAGE 52.**

MEDIA

CAMPAIGN POST-MORTEMS ☐ Political and press observers discuss how voters reacted to candidates' ads and news coverage. **PAGE 54.**

TECHNOLOGY

DIGITAL PROGRESS ☐ Problems and promises are discussed at SMPTE conference in New York. **PAGE 64.**

JOURNALISM

CABLE DOCUMENTARIES ☐ New England operator of 48 franchises finds many values in its coverage of local issues and in cooperating with local papers. **PAGE 66.**

SPECIAL REPORT

TV'S SCORECARD ☐ FCC releases market-by-market television financial data for last year. Combined with earlier report on network performance, it shows TV had profits of $1.7 billion in 1979. **PAGE 70.** Station reps, canvassed last week after release of FCC figures, are confident spot TV business will get even better. **PAGE 72.** Market-by-market breakdown. **PAGE 74.** BROADCASTING's computation of what it costs to reach a TV home in each market. **PAGE 80.**

1937

THE 'BROADCASTING' YEARS ☐ Radio's golden age drew more prospectors and more Washington critics. Organized labor made its first substantial inroads on broadcasting. Key members of Congress became increasingly concerned about ownership and practices in radio. And farther up Pennsylvania Avenue, new FCC Chairman McNinch rebuilt structure of commission. **PAGE 85**

PROFILE

UNSWERVING FAITH ☐ Chuck Dolan says cable is medium best equipped to match competition in coming decade. But that is to be expected from president of Cablevision Systems Development Corp., who was cable believer before it was fashionable. **PAGE 113.**

Bottom Line 53
Business Briefly 10
Changing Hands 60
Closed Circuit 7
Datebook 22
Editorials 114
Fates & Fortunes 107
For the Record 90
Intermedia 63
Monday Memo 16
Monitor 50
News Beat 66
Open Mike 25
Playback 50
Stock Index 111
Washington Watch 42

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ AIM 83 ☐ American Chiropractic Association 91 ☐ Arbitron 40-41 ☐ BCA Credit Information 14 ☐ Blackburn & Co. 60 ☐ Blair TV 71 ☐ Blythe Eastman 112 ☐ Bridal Fair 10 ☐ Columbia Pictures 8-9 ☐ Continental Electronics 24 ☐ R.C. Crisler 72 ☐ Enterprise Radio 37 ☐ Fetzer Stations 84 ☐ Field Communications 26 ☐ Norman Fischer & Associates 81 ☐ Sandy Frank 56-59 ☐ Frazier, Gross & Clay 80 ☐ Gold Key 20-21 ☐ Howard University 107 ☐ International Tapetronics 65 ☐ KPRC-TV front cover ☐ KTVU inside back cover ☐ Katz 73 ☐ McCormick Communications 6 ☐ McDonnell Douglas 17 ☐ MGM-TV 12-13, 18-19 ☐ Mobil 23 ☐ O'Connor Creative Services 22 ☐ Paramount TV 44-45 ☐ Radio Marketing back cover ☐ Cecil L. Richards 61 ☐ Sono-Mag 48-49 ☐ SpotTime, Ltd. 82 ☐ Howard Stark 54 ☐ Joe Sullivan 70 ☐ Syncom Inc. 81 ☐ William B. Tanner 109 ☐ Edwin Tornberg 90 ☐ Trident TV Associates inside front cover/page 3 ☐ United States Chamber of Commerce 4 ☐ Viacom 67-69, 74, 75, 76, 77, 78, 79 ☐ WMAR-TV 51, 53, 55 ☐ WOR-TV 15 ☐ Warner Amex 39 ☐ Warner Brothers 35 ☐ Western Cities Broadcasting 47 ☐ Worldvision 11 ☐

Monitor

Novacom born. Novacom, new TV distribution company to market shows from noncommercial WGBH-TV Boston and other producers, has been formed by Bruce Paisner, Time Inc., vice president and former president of Time-Life Films, and Boston station. In addition to more than 2,000 WGBH-TV programing hours Novacom now has available for syndication outside of public television, company also has "post-theatrical marketing" deal with Francis Ford Coppola's Zoetrope Studios and is representing Gateway Productions on its proposed *U.S. News and World Report* series. Joining Paisner, president and chief executive office, is Bill Miller, senior vice president, Time-Life Films, who becomes Novacom's executive vice president. David Ives, WGBH-TV president, is chairman.

□

In the marketplace. *Video News Magazine,* weekly hour-long digest of national and international news on cassette, is being produced for international sales by ABC Video Enterprises. Chief sources are *World News Tonight* and ABC News's Daily Electronic Feed to affiliates.... Add WKBS-TV Philadelphia (Burlington, N.J.) and WFLA-TV Tampa-St. Petersburg, Fla., to list of stations going with BBI Communications' new season of *The Baxters.* Clearance now stands at 35% of country including WNEW-TV New York and KTTV(TV) Los Angeles ... Sixteen new markets have been added for Carter-Grant's *24 Days of Christmas* inserts, bringing total to 98. Program Syndication Services is distributor ... "Good Vibrations" is umbrella for 15 "recent teen/beach party" theatricals available for first-run TV play from Gold Key Entertainment. *Bowzer,* half-hour access pilot for possible fall 1981 series, is available from Lexington Broadcast Services, same company that distributes *Sha Na Na* from which *Bowzer* is a spin-off. NBC owned-and-operated stations already have signed for pilot; it's barter show ... *Big Country,* 39 first-run half-hours of "cowboy music," is available for local TV play beginning next month from Hollywood Distributors International.

□

Rematch. Warner Amex Cable said it had acquired rights to carry Nov. 25 return bout between Roberto Duran and Sugar Ray Leonard for welterweight championship live on its interactive QUBE cable system in Columbus, Ohio. Viewers will be charged $12 per home, and will have opportunity to "vote" for winner of each round. In initial fight last June, some 7,000 homes tuned in—and awarded victory to Leonard by one vote while officials in ring were narrowly awarding it to Duran.

□

Rent-a-tape. Columbia Pictures Home Entertainment has announced plans to establish own video cassette rental program. Company calls its current cassette sales "healthy" but says those results would be "dwarfed" by added returns that via rentals could yield. Columbia cited several studies to back up decision—one indicating 40% of cassettes in stores are now used for rentals, another that in three years 60% of retail video software dollars will be generated by rentals.

PlayBack

From TV to radio. *Stan Hitchcock Radio Show,* weekly, 30-minute country music program, is being offered by Ramblin' Productions, Ltd., Springfield, Mo. Program is adapted from weekly TV program launched last February and currently airing in 85 markets. Among 60 stations signed for radio program so far are WKDA(AM) Nashville, WPLO(AM) Atlanta, KSON-AM-FM San Diego and WMNI(AM) Columbus, Ohio. Company is offering show on barter basis. For information: (417) 864-4404.

□

Record breaker. Mutual Broadcasting's New Year's special, *Country Music Countdown,* has cleared 536 stations, becoming highest clearing program in network's history. Singer Anne Murray and WHN(AM) New York air personality Mike Fitzgerald will host program, which features interviews with Larry Gatlin, Mickey Gilley, Charlie Daniels, Barbara Mandrell and Kenny Rogers.

□

Bull rushes and bear facts. *Wall Street Journal Report,* 17 radio programs daily covering business and finance, was launched last week. It's distributed via Westar satellite.

□

First fives. The top five songs in **contemporary radio airplay,** as reported by BROADCASTING's *Playlist:* (1) *Lady* by Kenny Rogers on United Artists; (2) *Woman In Love* by Barbra Streisand on Columbia; (3) *Hungry Heart* by Bruce Springsteen on Columbia; (4) *Dreaming* by Cliff Richard on EMI/America; (5) *More Than I Can Say* by Leo Sayer on Warner Bros. The top five in **country radio airplay:** (1) *Smoky Mountain Rain* by Ronnie Milsap on RCA; (2) *She Can't Say That Anymore* by John Conlee on MCA; (3) *Almost Slipped My Mind* by Charley Pride on RCA; (4) *Lady* by Kenny Rogers on United Artists; (5) *Lovers Live Longer* by Bellamy Brothers on Warner Bros.

Ratings Roundup

Score ABC-TV with a prime-time ratings victory for the week ended Nov. 16. First and second place averages were close, with only half a point separating ABC's 20.6 rating and 32 share from CBS-TV's 20.1/31. NBC-TV trailed with a 17.4/27.

On the series side, it was *Dallas* (the final episode before revealing "who shot J.R.") that brought the week's highest score—a 35.7/56 for CBS. "Saturday Night Fever," fifth-highest rated of the week, demonstrated the strongest movie performance, with a 26.7/38 for ABC. NBC's repeat of "Smokey and the Bandit" also did well with a 22.4/33. But the same network's four-night "Godfather Saga" gave viewers an offer they could refuse, with nightly averages of 18.3/28, 14.1/24, 14.5/24 and 16.9/25.

In its premiere episode on Tuesday, ABC's *Too Close for Comfort* earned a 19.1/28, dropping off from its *Three's Company* lead-in (20.8/30). Considerably more ground was lost when a special *Too Close* episode brought only a 15.7/27 after "Saturday Night Fever" on Sunday. CBS also offered a new-series premiere with the *Enos* spin-off from *Dukes of Hazzard. Enos* scored a 17.7/27.

With the sweep periods almost two-thirds completed, CBS, through Nov. 16, led by a considerable margin in both Arbitron and Nielsen counts. For the Arbitron period, begun Oct. 29, it was CBS 20.9, ABC 18.8 and NBC 15.9. Nielsen, begun a day later, showed CBS at 20.9, ABC 18.7 and NBC 16.0.

The First 20

Rank	Program	Network	Rating/ Share
1	*Dallas*	CBS	35.7/56
2	*Dukes of Hazzard* (premiere)	CBS	29.1/45
3	*Love Boat*	ABC	27.2/45
	60 Minutes	CBS	27.2/42
5	"Saturday Night Fever" (movie)	ABC	26.7/38
6	*Happy Days* (premiere)	ABC	23.3/34
	Alice	CBS	23.3/33
8	*NFL Monday Night Football (New England v. Houston)*	ABC	22.8/38
9	"Smokey and the Bandit" (movie)	NBC	22.4/33
10	*Jeffersons*	CBS	22.0/35
11	*Little House on the Prairie*	NBC	21.7/32
12	*Mork & Mindy* (premiere)	ABC	21.5/33
	Laverne & Shirley	ABC	21.5/31
14	*Archie Bunker's Place*	CBS	21.4/31
15	*Fantasy Island*	ABC	21.3/37
16	*Diff'rent Strokes* (premiere)	NBC	21.2/32
17	*Real People*	NBC	21.0/32
18	*Barney Miller*	ABC	20.9/32
19	*Three's Company*	ABC	20.8/30
20	*That's Incredible*	ABC	20.6/30
	One Day at a Time	CBS	20.6/29

The Final Five

52	*High Noon Part II* (movie)	CBS	13.8/23
53	*Smothers Brothers Special*	NBC	13.3/22
	Siegfried & Roy (special)	NBC	13.3/22
55	*Tim Conway Show*	CBS	13.0/21
56	*Games People Play*	NBC	11.1/19

tional production costs as it tries to make up for lost time—a 60-to-90-day delay in production schedules was caused by the strike, according to Mechem.

Reviewing prospects for the quarter and the coming year, Mechem said Taft is looking for broadcasting revenues to rise 5% to 10% in the quarter ending in December (Taft's fiscal third quarter). Local revenues will likely be flat or up no more than 5%; national spot will be up between 5% and 10%.

Going into the first three months of next year, Mechem said, Taft is "cautiously optimistic that broadcast revenue growth will begin to strengthen." Mechem also spoke of "moderation in expense increases in the third quarter" for broadcasting that result from good control of operating expenses and "more favorable programing cost comparisons." He also mentioned that he expects the program cost moderation trend to continue into next year.

Speaking of the Taft Entertainment Division, which is divided into a production wing that includes Hanna-Barbera and QM Productions and the distribution wing, Worldvision Enterprises, Mechem confirmed what he said analysts have been suggesting for some time, "that Taft intends to be a major supplier of software in the 1980's." He called this part of a "fundamental corporate strategy" that is based on a decision that "the greatest potential for Taft rested on the software side rather than the hardware side of the new technologies."

In a similar vein, Mechem commented during the question-and-answer session that "we do have a cable strategy—it's just a different one," a reference to the perceived eventual software needs of cable.

Taft President Dudley S. Taft also addressed the analysts, focusing on the business strategies of each of Taft's three segments—broadcasting, amusement parks and the entertainment group. In television, Taft said his company's response to new technologies is to emphasize local programing to "establish a unique local identity," through news, sports and information programs. Taft cited the previously announced agreement with Paramount, Telerep, and Cox Broadcasting to produce a magazine format *Entertainment Today,* show in his examples of such efforts. In radio, the company's emphasis is on research, "which enables it to pinpoint and reach important audience segments," according to Taft, in recognition that "radio is a fragmented medium."

Lockton tapped to head Warner Amex

He will serve as president and chief operating officer; Hauser continues as chairman and CEO; Reinsch giving up co-chairmanship

A leading executive from Dun & Bradstreet has been tapped as president and chief operating officer of Warner Amex Cable Communications. John D. Lockton, senior vice president, Dun & Bradstreet Corp., and president, Dun & Bradstreet International Ltd., now takes charge of Warner Amex's cable operations, marketing and programing, finance, human resources and administration and security systems.

With the appointment of Lockton ("In Brief," Nov. 17), Gustave M. Hauser relinquishes his title of president but continues as Warner Amex chairman and chief executive officer. The addition of a chief operating officer was said to be "a pivotal move" in the expansion of the company's executive organization to respond to Warner Amex growth.

Lockton

A 12-year veteran of Dun & Bradstreet, Lockton was responsible for international operations, Funk & Wagnalls Publishing and the Fantus Co. financial operation. Previously he had been president of Moody's Investor Services there and general manager of the Ruben H. Donnelly Corp.

Lockton's new position also puts him on the Warner Amex board of directors and its executive committee.

Along with the Lockton announcement came word that J. Leonard Reinsch, retired head of Cox Broadcasting, would be giving up his positions as co-chairman of Warner-Amex and executive committee member. He will continue to be associated with the company as a member of the board of directors.

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
ABC	39 wk 9/27	$1,616,553,000	+13.7	$107,621,000	− 5.8	3.82	$1,422,044,000	$114,364,000	4.08
BBDO International	9 mo 9/30	114,700,000	+15.5	8,052,000	+15.0	3.20	99,300,000	7,004,000	2.79
John Blair & Co.	9 mo 9/30	161,854,000	+14.3	7,521,000	−15.2	2.02	141,591,000	8,867,000	2.39
Capital Cities Communications	9 mo 9/30	341,114,000	+13.8	53,224,000	+17.9	4.04	299,781,000	45,122,000	3.29
Charter Co.	9 mo 9/30	3,290,485,000	+11.5	28,018,000	−88.1	.34	2,951,824,000	218,630,000	9.30
Cohu	9 mo 9/30	*18,650,752	+10.6	1,037,079	+13.7	.62	*16,865,693	912,290	.84
Conrac	9 mo 9/30	109,064,000	+ 8.4	3,105,000	—	1.49	100,574,000	−745,000	−.50
Cowles Communications	9 mo 9/30	12,486,000	+ 8.3	4,371,000	+11.6	1.10	11,532,000	3,916,000	.99
Cox Broadcasting	9 mo 9/30	220,555,000	+25.0	33,962,000	+ 7.0	2.51	176,397,000	31,756,000	2.36
Dun & Bradstreet	9 mo 9/30	864,822,000	+25.7	76,233,000	+15.7	2.73	687,922,000	65,866,000	2.36
Eastman Kodak	36 wk 9/7	6,626,619,000	+21.7	847,181,000	+20.0	5.25	5,441,162,000	706,061,000	4.38
Four Star International	year 6/28	1,780,068	− 5.7	109,999	−40.7	.20	1,887,111	185,575	.33
Gannett Co.	9 mo 9/30	878,277,000	+14.1	104,110,000	+12.5	2.89	769,451,000	92,515,000	2.59
Gross Telecasting	9 mo 9/30	8,231,784	+11.6	1,980,693	+12.9	2.47	7,376,709	1,754,346	2.19
Gulf United	9 mo 9/30	495,978,000	+33.8	55,277,000	+48.8	2.12	370,702,000	37,151,000	1.66
Harris Corp.	3 mo 9/26	347,753,000	+26.3	20,745,000	+20.0	.68	275,336,000	17,292,000	.57
Harte-Hanks Communications	9 mo 9/30	217,053,000	+25.9	14,979,000	+17.3	1.59	172,334,000	12,770,000	1.38
Heritage Communications	9 mo 9/30	18,282,947	+75.2	1,646,676	+159.4	.50	10,433,769	634,718	.26
Marvin Josephson Associates	3 mo 9/30	9,138,700	+ 0.8	771,300	−19.7	.30	9,065,700	961,100	.37
Knight-Ridder	9 mo 9/30	795,521,000	+11.6	63,906,000	—	1.97	712,765,000	63,900,000	1.94
Liberty Corp.	9 mo 9/30	219,313,000	+ 9.7	22,169,000	−10.8	1.73	199,613,000	24,879,000	1.90
LIN Broadcasting	9 mo 9/30	45,900,000	+11.2	10,666,000	+14.3	3.86	41,266,000	9,328,000	3.39
M/A Com.	year 9/27	322,480,000	+42.0	24,905,000	+89.1	.77	227,083,000	13,173,000	.46
MCA Inc.	9 mo 9/30	959,624,000	+ 9.2	110,739,000	−17.2	4.70	878,393,000	134,257,000	5.75
MCI Communications	6 mo 9/30	100,810,000	+59.7	8,087,000	+75.3	.10	63,110,000	4,613,000	.09

*Cohu revenues include gain or sale of land of $260,000 in 1980 and $172,436 in 1979.

Television's 1979:

Revenues $7.9 billion, profits $1.7 billion

The FCC's computer has yet to digest—and break out—all the facts and figures that define the medium's fiscal balance for that year, but the market-by-market revenues have now been added to the network results to give a general outline of the big picture. This is the way it was.

Los Angeles continued its reign as the number-one market in total TV profits during 1979, while the crown for total TV revenues stayed with New York.

That is reflected in the market-by-market breakdown of TV station operations released Nov. 14 by the FCC ("In Brief," Nov. 17).

The information, combined with FCC figures on the TV networks and their owned and operated stations released last summer (BROADCASTING, July 28), permits this look at the 1979 performance of all television:

- Revenues were $7.9 billion, up 13.5% from 1978.
- Expenses were $6.2 billion, 17% more than in 1978.
- Pretax income was $1.7 billion, just 2.5% higher than in 1978.

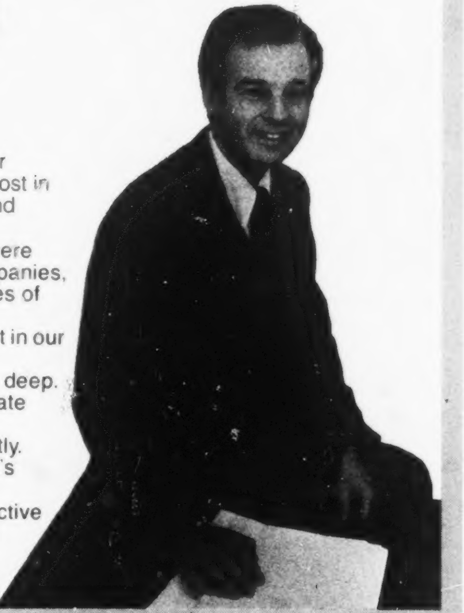
New York, which ran first in total revenues and second in profits during 1978, stayed on the top in revenues with a 10.2% increase to $311.6 million. Its profit of $82 million turned out to be the country's second highest.

Revenues in Los Angeles increased 9.9% to $292 million, keeping it number two in that category. Profits there in 1979 were $94.9 million, the highest anywhere.

Chicago, which ranked third in both revenues and profits in 1978, retained those positions with $186.1 million (up 4.6%) and $55.4 million, respectively.

Rounding out the top 10 in TV revenues last year:

4. San Francisco-Oakland, $139.2 million (with sixth-ranked profits of $43.7



"The person you describe is the person we'll deliver"

It's not a slogan.
It's our track record.
We've successfully recruited for virtually every kind of executive post in broadcasting, cable television, and publishing. At every level.
The executives we delivered were right for our clients, for their companies, and for the specific responsibilities of each position.
Our clients tell us we're the best in our field.
We know where to look. We dig deep. We sift meticulously. We investigate thoroughly.
And we do it all very, very quietly.
If you seek a key executive, let's discuss why our search and recruitment will be your most effective way to get the person who's right for you.

Joe Sullivan & Associates, Inc.
Executive Search and Recruitment
In Broadcasting, Cable Television, and Publishing
1270 Ave. of the Americas, New York, N.Y. 10020 (212) 765-3330

million).

5. Philadelphia, $126.5 million (with seventh-ranked profits of $39.3 million).

6. Boston, $115.2 million (with eighth-ranked profits of $35.6 million).

7. Detroit, $104.6 million (with ninth-ranked profits of $34.2 million).

8. Dallas-Fort Worth, $96.4 million (with fourth-ranked profits of $53.5 million).

9. Houston-Galveston, $92.3 million (with fifth-ranked profits of $51.1 million).

10. Washington, $87.8 million (with 16th-ranked profits of $22.8 million).

Figures for the 292 TV markets show revenues of $4.4 billion in 1979, up 11.2%; expenses of $3.1 billion, up 16%; pretax profit of $1.3 billion, up 3.6%; network time sales of $344 million, up 6.4%; spot sales of $2.6 billion, up 10.2%; local sales of $2.2 billion, up 13.3%, and barter and trade-outs of $101 million, up 13.3%.

BROADCASTING has again developed a table, based on the FCC revenue figures, to show how much it cost in 1979 to reach a single home in each market (see page 80). Market revenues were divided by total TV households in that Area of Dominant Influence, as defined by Arbitron Television for 1979.

Las Vegas-Henderson, Nev., turned up for the third year in a row with the highest figure: $96.35 per home, down from $102.07 in 1978. Its closest competition came from Salinas-Monterey-San Jose, Calif., with $93.88, up slightly from $92.75 in 1978. Next in order were Atlanta, $83.46, up from $73.32; Denver, $83.31, up from $79.35, and Phoenix-Mesa, Ariz., $82.77, up from $73.81.

At the bottom of the list—representing the lowest cost per home—was Yakima, Wash., $27.49, up just 11 cents from its $27.38 in 1978. It supplanted Wilkes Barre-Scranton, Pa., at the bottom of the list when the latter market increased from $25.66 in 1978 to $33.65 last year and leap-frogged up six positions on the list.

(**Editor's Note:** Network figures released in July were rounded to millions; the market figures released Nov. 14 are rounded to thousands. Accordingly, in the text of this story the latter figures have been rounded to millions for composite totals.)

Onward and upward for 1980-81

The spot television industry is confident that business in 1980 will top 1979 by a comfortable margin and is anticipating similar gains in 1981.

Station reps were canvassed last week coincident with the release of FCC market-by-market figures for 1979 (see story, page 72), and on one subject they were especially vocal: They found it difficult to understand why it took the commission so long to compile 1979 figures—in actuality, more than 10 months after the close of the year.

They tended to agree generally with a Television Bureau of Advertising prognosis that spot TV will emerge from 1980 with a 14% increase over 1979. They acknowledged that in this inflation-riddled area such a gain is acceptable but not extensive. But they pointed out philosophically that there were such contributing factors as the recession, the deepening oil crisis, the absence of Moscow Olympic telecasts in the U.S., and the strike by the Screen Actors Guild and the American Federation of Television and Radio Artists, which affected network TV directly and had a spin-off effect on spot.

For 1981, TVB is slightly more conservative and is leaning toward an 11% increase in spot TV over 1980. The national representatives questioned seemed more optimistic, leaning toward larger percentage increases than those projected by TVB.

The overriding conviction of representatives is that the economy is likely to improve next year. And with a Republican administration this impression is reinforced. Their reasoning, put simply, is that business has more confidence in the Republicans, and what's good for business is good for broadcasting.

Roger Rice, president of the Television Bureau of Advertising, found that the official 1979 FCC figures proved to be "extremely close" to those reported to TVB during its quarterly surveys of member stations. Rice echoed the views of other television industry executives when he lamented the tardiness of FCC statistics.

"We're planning to expand our quarterly surveys," Rice said, "and our steering committee is holding a meeting in December to decide what additional type of information we want to put into the surveys."

Rice acknowledged that 1980 may not be turning out as well as some have hoped but he insisted there were extenuating circumstances including the loss of the Olympics and the actors' strike.

"We figure regional and national spot will be up about 14% this year, with local up 10% and network 14%," Rice reported. "Not bad for a recession year."

Television is a healthy industry and "we're looking forward to additional advances in 1981," TVB's president continued. He said TVB projections are for an 11% increase in spot and in local TV, and for a 12% jump in network. "We think the demand for television is going to continue to grow," he predicted.

Rice thinks a change in administration in Washington will help the business climate and benefit television.

"Nothing is going to change radically on or after Jan. 20," Rice conceded. "But it will be a gradual change—a change more sympathetic to business. And the regulatory agencies are likely to be ones that will be fair, both to the consumers and to industry."

TVB will continue to accentuate sales development in 1981, according to Rice, and among the advertiser categories to be courted are corporate (issue advertising), travel, apparel and professional services (law, medicine, hospital care and real estate).

To Farrell Reynolds, senior vice president, sales, Peters, Griffin, Woodward, the most important contribution that FCC financial information can provide is to indicate market growth.

"We look to this information to help us in our forecasts," he pointed out. "This year, unfortunately, it doesn't help because we've already done our forecasting for 1981. This type of data helps us to price our advertising inventory and to gauge how much we should be spending for programing, for example."

Reynolds said that business at PGW for 1980 is running ahead of the industry average of 11%-12%, and said business was "great" in the first half but less robust in the second.

"Orders are coming in this month very close to air time but the month is firming up," he confided. "We feel part of this tardiness is related to softness at the TV networks."

Reynolds attributed the faltering pace of business in the second half to several factors: the general economy and the performers' strike. He said the net effect was to discourage advertisers from completing up-front buying and scatter purchases, and he added, "Let's face it, spot is a creature of network."

Reynolds is buoyant about 1981, but

Text continues on page 82

R. C. CRISLER & CO., INC.

Business Brokers for C.A.T.V., TV & Radio Properties
Licensed Securities Dealers
Underwriting — Financing

Cincinnati
Richard C. Crisler, Clyde G. Haehnle, Alex Howard, Larry C. Wood
580 Walnut Street, 45202, phone (513) 381-7775

Viacom.
Out in front!

The strongest and most diversified line-up in syndication:

First-run!
Sitcoms!
Specials!
Action-drama!
Features!
Cartoons!

Viacom

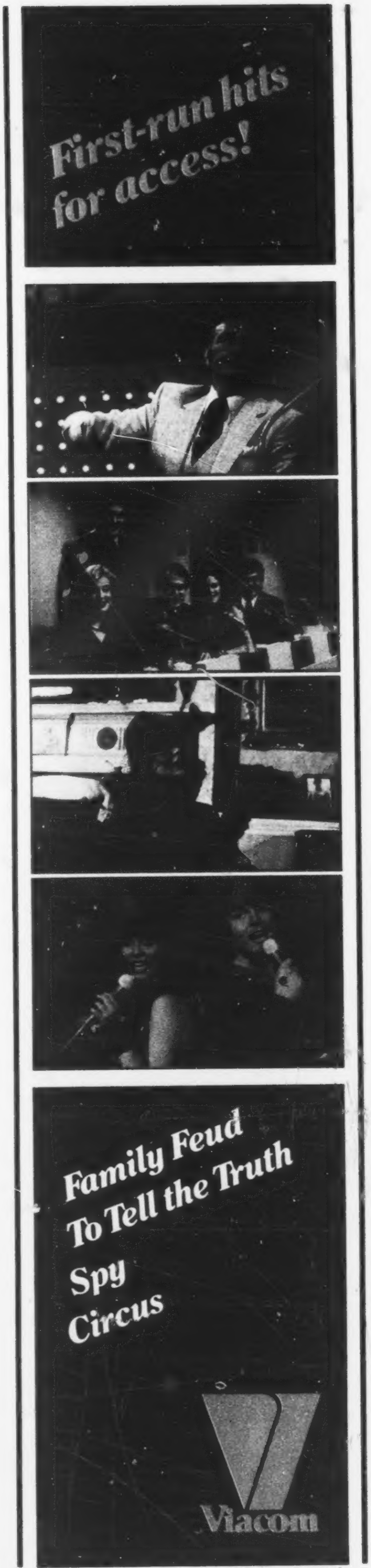
© 1980 Viacom International Inc. All rights reserved.

Market-by-market breakdown of

Market (number of stations reporting in parentheses)[2]	Revenue rank	Profit rank	Time sales[1] Network 1979 (000)	Network 1978 (000)	Spot 1979 (000)	Spot 1978 (000)
*Abilene-Sweetwater, Tex (3)	**134**	**132**	797	–	1,477	–
Albany-Schenectady-Troy, N.Y. (3)	**47**	**46**	3,317	3,184	12,223	11,746
Albany-Thomasville, Ga.-Tallahassee, Fla (3)	**99**	**81**	1,264	1,142	5,584	4,295
Albuquerque, N.M. (4)	**63**	**62**	1,389	1,072	6,715	6,275
Amarillo, Tex (3)	**124**	**119**	786	761	2,979	2,745
Anchorage (3)	**130**	**129**	349	342	1,287	1,064
*Atlanta (6)	**11**	**11**	3,019	2,676	56,076	39,477
Augusta, Ga (3)	**101**	**73**	1,570	1,438	3,624	3,212
Austin, Tex (3)	**82**	**78**	984	920	6,655	5,143
Bakersfield, Calif (3)	**122**	**116**	906	816	3,846	3,255
Baltimore (4)	**19**	**23**	3,088	2,887	35,496	32,328
Bangor, Me (3)	**132**	**120**	1,037	928	1,996	1,547
Baton Rouge (3)	**69**	**63**	1,713	1,663	5,221	4,644
Beaumont-Port Arthur, Tex (3)	**103**	**91**	959	919	2,687	2,439
Binghamton, N.Y. (3)	**127**	**105**	1,260	1,158	2,388	2,334
Birmingham, Ala (3)	**44**	**31**	3,372	3,211	14,413	13,594
Boise-Nampa, Idaho (3)	**115**	**114**	1,040	1,049	3,145	2,578
*Boston (6)	**6**	**8**	5,727	5,489	87,345	79,247
Buffalo, N.Y. (4)	**30**	**37**	3,238	2,827	24,335	23,472
Burlington, Vt.-Plattsburgh, N.Y. (3)	**107**	**93**	1,449	1,214	4,552	4,110
Cedar Rapids-Waterloo, Iowa (3)	**78**	**84**	1,466	1,301	5,538	5,344
Charleston, S.C. (3)	**98**	**100**	974	878	4,657	4,143
Charleston-Huntington, W.Va.-Ashland, Ky (3)	**61**	**45**	3,258	2,860	8,609	7,502
Charlotte, N.C. (4)	**34**	**35**	5,301	4,443	18,364	15,872
*Chattanooga (4)	**89**	**68**	1,141	1,033	4,846	4,421
*Chicago (8)	**3**	**3**	8,287	8,047	141,404	141,036
Cincinnati (4)	**25**	**24**	3,261	2,884	19,707	19,815
Cleveland (4)	**13**	**15**	5,433	5,066	44,646	46,031
Colorado Springs-Pueblo (3)	**92**	**82**	828	726	5,302	4,794
Columbia, S.C. (3)	**83**	**65**	1,716	1,367	5,882	5,079
Columbia-Jefferson City, Mo (3)	**131**	**121**	1,004	790	2,153	2,008
Columbus, Ga (3)	**106**	**85**	1,729	1,452	2,492	2,398
Columbus, Ohio (3)	**32**	**28**	2,621	2,392	17,825	16,485
Corpus Christi, Tex (4)	**110**	**113**	1,029	834	2,443	2,413
*Dallas-Fort Worth (5)	**8**	**4**	3,025	3,086	65,022	60,186
Davenport, Iowa-Rock Island-Moline, Ill (3)	**79**	**86**	1,603	1,556	6,132	5,804
Dayton, Ohio (3)	**42**	**43**	3,997	3,595	12,398	11,430
Denver (4)	**17**	**10**	2,192	2,074	38,467	31,000
Des Moines-Ames, Iowa (3)	**68**	**59**	1,872	1,736	8,037	8,124
Detroit (6)	**7**	**9**	6,286	6,199	71,186	59,884

television revenue and profit in 1979

Local 1979 (000)	Local 1978 (000)	Barter and trade-outs 1979 (000)	Barter and trade-outs 1978 (000)	Total broadcast revenues 1979 (000)	Total broadcast revenues 1978 (000)	Percent change in revenue	Total broadcast expenses 1979 (000)	Total broadcast profit[3] 1979 (000)
2,288	—	189	—	4,173	—	**—**	4,084	89
9,928	9,043	562	628	22,331	20,579	**8.5**	15,799	6,532
3,734	3,752	131	100	9,253	8,088	**14.4**	6,545	2,708
10,787	9,467	378	261	16,165	14,368	**12.5**	11,990	4,175
3,765	3,874	114	72	6,567	6,360	**3.3**	5,920	647
3,980	3,904	353	108	5,311	5,065	**4.9**	5,096	215
35,797	33,694	1,948	1,781	81,214	66,211	**22.7**	51,738	29,476
4,978	4,682	300	246	9,102	8,422	**8.1**	5,783	3,319
5,555	5,204	139	75	11,685	10,008	**16.8**	8,818	2,867
3,172	3,046	52	167	6,725	6,065	**10.9**	5,819	905
25,297	22,605	1,565	1,544	53,503	48,263	**10.9**	37,493	16,010
2,375	2,228	185	50	4,960	4,375	**13.4**	4,325	635
10,026	7,736	85	91	15,138	12,47[illegible]	**21.4**	10,973	4,165
6,270	5,527	112	114	9,002	7,988	**12.7**	6,726	2,276
3,398	2,988	229	289	6,128	5,667	**8.1**	4,647	1,428
10,119	9,882	430	470	23,726	22,775	**4.2**	11,892	11,834
4,282	4,075	133	118	7,511	6,836	**9.9**	6,590	921
45,533	40,092	2,623	2,778	115,273	104,048	**10.8**	79,688	35,585
16,925	14,781	1,160	1,216	37,718	34,937	**8.0**	28,217	9,501
3,040	2,480	117	92	8,336	7,188	**16.0**	6,162	2,174
7,068	6,575	273	356	12,337	11,551	**6.8**	9,900	2,437
5,265	4,349	322	252	9,476	8,174	**15.9**	7,611	1,865
7,351	6,704	341	388	17,099	15,201	**12.5**	9,962	7,137
14,240	13,008	1,734	1,456	33,303	29,165	**14.2**	22,727	10,576
5,968	5,808	432	404	10,545	9,872	**6.8**	6,792	3,753
74,162	65,092	2,696	2,798	186,142	177,917	**4.6**	130,775	55,368
24,374	20,94[illegible]	1,360	1,323	43,854	39,785	**10.2**	29,062	15,793
34,796	31,446	1,923	2,220	72,420	70,115	**3.3**	48,247	24,173
5,515	4,601	124	134	10,031	8,634	**16.2**	7,397	2,634
5,531	5,831	91	158	11,627	10,917	**6.5**	7,600	4,028
2,337	2,183	257	196	5,164	4,474	**15.4**	4,536	628
5,108	4,745	161	160	8,371	7,801	**7.3**	6,012	2,359
20,469	17,628	872	985	34,590	30,847	**12.1**	21,253	13,337
5,608	5,117	146	170	8,097	7,408	**9.3**	7,102	995
45,729	39,032	2,135	1,828	96,426	87,280	**10.5**	42,951	53,475
6,696	5,616	256	222	12,277	12,061	**1.8**	9,922	2,355
13,597	12,044	484	536	25,841	23,392	**10.5**	18,597	7,244
36,119	31,819	1,173	1,126	64,491	55,066	**17.1**	32,562	31,929
8,090	7,605	349	300	15,240	14,826	**2.8**	10,665	4,575
47,361	46,205	1,827	1,517	104,607	93,764	**11.6**	70,372	34,235



© 1980 Viacom International Inc. All rights reserved.

Super sitcoms for fringe time!
A TANDEM PRODUCTION
All in the Family
Mary Tyler Moore
Bob Newhart
Andy Griffith
Viacom

© 1980 Viacom International Inc. All rights reserved.

Market (number of stations reporting in parentheses)[2]			*Time sales[1]*			
			Network		*Spot*	
	Revenue rank	**Profit rank**	*1979 (000)*	*1978 (000)*	*1979 (000)*	*1978 (000)*
Duluth, Minn.-Superior, Wis. (3)	**117**	**135**	1,235	1,150	3,350	3,147
El Paso, Tex. (3)	**94**	**98**	745	700	3,378	3,341
Erie, Pa. (3)	**125**	**126**	1,125	1,068	1,865	2,191
Evansville, Ind. (3)	**91**	**79**	1,120	1,069	3,681	3,278
Fargo-Valley City, N.D. (3)	**109**	**102**	1,003	910	3,214	2,922
Flint-Saginaw-Bay City, Mich. (3)	**60**	**56**	1,801	1,588	9,213	8,523
Fort Myers-Naples, Fla. (3)	**112**	**123**	826	631	3,264	2,462
*Fort Smith, Ark. (4)	**136**	**136**	936	827	961	1,304
Fort Wayne, Ind. (4)	**84**	**118**	962	908	4,956	5,374
Fresno-Hanford-Tulare-Visalia, Calif. (6)	**53**	**76**	1,465	1,352	10,527	8,491
Grand Rapids-Kalamazoo, Mich. (4)	**45**	**40**	2,762	2,638	12,686	12,180
Green Bay, Wis. (3)	**70**	**69**	1,569	1,363	6,175	5,958
Greensboro-Winston Salem-High Point, N.C. (3)	**57**	**53**	1,817	1,590	9,979	8,808
Greenville-Spartanburg, S.C.-Asheville, N.C. (5)	**48**	**39**	2,031	1,798	15,699	14,953
Greenville-Washington-New Bern, N.C. (3)	**90**	**75**	1,324	1,080	5,992	5,429
*Harrisburg-Lancaster-York-Lebanon, Pa. (6)	**62**	**71**	2,568	2,271	10,308	9,741
Hartford-New Hvn.-New Brtn.-Waterbury, Ct. (4)	**31**	**26**	3,900	3,615	25,821	23,451
Honolulu (4)	**49**	**108**	1,073	1,116	2,833	3,130
Houston-Galveston, Tex. (5)	**9**	**5**	3,220	2,914	67,809	59,925
Huntsville-Decatur, Ala. (3)	**113**	**128**	875	909	3,556	3,070
Idaho Falls-Pocatello, Idaho (3)	**137**	**134**	657	634	2,064	1,698
Indianapolis-Bloomington (5)	**21**	**27**	2,607	2,469	29,794	27,109
Jackson, Miss. (3)	**85**	**97**	1,494	1,267	4,462	3,952
Jacksonville, Fla. (3)	**51**	**38**	2,399	1,901	14,202	12,576
Johnson City-Kingsport-Bristol, Tenn. (3)	**108**	**94**	1,266	1,158	4,460	3,794
Johnstown-Altoona, Pa. (3)	**104**	**77**	2,322	2,169	3,886	3,777
Joplin, Mo.-Pittsburg, Kan. (3)	**128**	**112**	1,301	1,177	2,537	2,485
Kansas City, Mo. (4)	**26**	**20**	2,777	2,471	26,010	23,270
Knoxville, Tenn. (4)	**67**	**66**	2,283	1,758	7,180	6,146
Las Vegas-Henderson (4)	**71**	**137**	974	564	3,953	3,839
Lexington, Ky. (3)	**81**	**104**	1,187	915	7,310	6,137
Lincoln-Hastings-Kearney, Neb. (5)	**102**	**107**	1,038	1,002	4,888	288
Little Rock, Ark. (3)	**58**	**90**	1,298	1,184	6,964	6,382
Los Angeles (12)	**2**	**1**	11,058	10,349	164,675	149,709
Louisville, Ky. (4)	**39**	**58**	2,854	2,622	13,448	12,793
Lubbock, Tex. (3)	**111**	**131**	1,150	–	2,722	–
Madison, Wis. (3)	**88**	**80**	1,205	1,169	5,856	5,298
Memphis (5)	**37**	**42**	2,562	2,087	14,852	12,703
Miami (7)	**12**	**12**	3,283	2,894	41,586	37,617
Milwaukee (4)	**28**	**32**	2,843	2,679	23,734	22,150
Minneapolis-St. Paul (4)	**14**	**19**	3,190	3,103	40,787	36,965
Mobile, Ala.-Pensacola, Fla. (3)	**75**	**57**	1,418	1,302	8,142	7,490
Monroe, La.-El Dorado, Ark. (3)	**116**	**88**	1,359	1,206	3,082	2,715
Montgomery, Ala. (3)	**105**	**74**	1,427	1,151	4,224	3,718
Nashville (4)	**40**	**48**	2,421	2,007	14,423	12,804

Local		Barter and trade-outs		Total broadcast revenues		Percent change in revenue	Total broadcast expenses	Total broadcast profit[3]
1979 (000)	1978 (000)	1979 (000)	1978 (000)	1979 (000)	1978 (000)		1979 (000)	1979 (000)
3,251	2,941	170	119	7,134	6,750	**5.7**	7,331	−197
7,026	5,990	200	182	9,722	8,785	**10.7**	7,818	1,904
3,928	3,273	79	232	6,152	5,771	**6.6**	5,828	324
6,833	5,973	190	193	10,127	9,031	**12.1**	7,311	2,816
4,777	4,232	68	44	8,181	7,311	**11.9**	6,423	1,759
9,367	8,558	416	369	17,494	16,163	**8.2**	12,505	4,989
4,656	3,330	133	198	7,861	5,759	**36.5**	7,361	500
2,299	2,263	51	27	3,806	3,978	**−4.3**	4,356	−550
6,824	5,619	544	296	11,242	10,394	**8.2**	10,545	698
10,809	10,628	826	454	19,912	17,825	**11.7**	16,917	2,995
11,697	10,027	403	323	23,046	21,237	**8.5**	14,872	8,173
8,511	7,363	221	161	14,853	13,465	**10.3**	11,195	3,658
9,645	9,484	467	391	18,539	17,080	**8.5**	13,106	5,433
8,185	7,434	627	403	22,326	20,654	**8.1**	13,800	8,526
4,122	3,631	215	185	10,398	9,132	**13.9**	7,382	3,016
7,319	5,855	374	379	17,046	14,937	**14.1**	13,467	3,579
15,477	13,168	438	293	37,679	33,498	**12.5**	24,199	13,480
18,990	19,363	772	647	21,878	22,660	**−3.5**	20,455	1,423
39,041	33,831	661	441	92,292	81,470	**13.3**	41,198	51,094
4,417	4,159	168	244	7,756	7,222	**7.4**	7,513	244
1,401	1,284	90	44	3,660	3,294	**11.1**	3,705	−45
28,551	23,406	746	568	51,222	44,792	**14.4**	37,769	13,454
6,400	5,704	161	175	11,025	9,717	**13.5**	9,114	1,911
9,030	8,549	466	185	21,791	19,617	**11.1**	12,315	9,476
3,613	3,503	225	212	8,242	7,468	**10.4**	6,243	2,000
3,778	3,523	132	175	8,868	8,403	**5.5**	7,979	2,888
2,418	2,398	63	61	5,708	5,541	**3.0**	4,668	1,040
21,626	19,733	668	772	43,209	39,394	**9.7**	25,471	17,739
7,835	7,075	408	320	15,371	13,233	**16.2**	11,491	3,879
11,311	10,521	164	304	14,598	13,269	**10.0**	15,302	−705
4,582	4,137	346	302	11,817	9,976	**18.5**	10,206	1,611
4,189	4,043	151	188	9,079	8,471	**7.2**	7,655	1,425
11,984	11,664	622	387	18,259	17,167	**6.4**	15,974	2,285
172,576	147,619	6,757	5,917	292,083	265,809	**9.9**	197,170	94,923
15,717	13,629	1,235	1,068	27,894	25,358	**10.0**	23,277	4,617
5,039	—	177	—	8,076	—	**—**	7,963	112
5,296	4,343	288	383	10,672	9,328	**14.4**	7,953	2,719
17,511	13,325	1,118	530	30,310	24,195	**25.3**	22,838	7,471
40,452	36,320	2,018	2,152	72,880	65,315	**11.6**	44,265	28,615
21,966	20,325	817	999	41,847	38,587	**8.4**	30,023	11,824
32,469	28,665	1,423	765	64,863	58,369	**11.1**	45,900	18,963
6,317	6,598	161	99	13,678	13,475	**1.5**	9,036	4,642
3,861	2,779	305	298	7,314	5,909	**23.8**	4,996	2,318
4,009	4,297	95	108	8,782	8,282	**6.0**	5,544	3,238
15,014	13,487	718	355	27,718	24,602	**12.7**	21,783	5,935

Super sitcoms for fringe time!
The Beverly Hillbillies
Hogan's Heroes
Petticoat Junction
I Love Lucy
Viacom

© 1980 Viacom International Inc. All rights reserved.

Action-drama for fringe and late night!
Grizzly Adams
Gunsmoke
Wild Wild West
Gomer Pyle
Viacom

© 1980 Viacom International Inc. All rights reserved.

Market (number of stations reporting in parentheses)[2]	**Revenue rank**	**Profit rank**	*Time sales*[1]			
			Network		*Spot*	
			1979 (000)	*1978 (000)*	*1979 (000)*	*1978 (000)*
New Orleans (4)	**29**	**29**	2,952	2,652	15,763	14,860
*New York (9)	**1**	**2**	17,915	17,162	180,919	164,227
*Norfolk-Prtsmth-Nwpt. News-Hmptn, Va. (5)	**46**	**44**	2,010	1,758	9,075	8,933
Odessa-Midland-Monahans, Tex. (3)	**129**	**125**	951	773	2,257	2,073
*Oklahoma City-Enid (5)	**35**	**36**	2,105	1,943	15,789	12,630
Omaha (3)	**55**	**61**	1,960	1,811	8,498	8,181
Orlando-Daytona Beach, Fla. (4)	**38**	**34**	2,253	1,946	17,001	13,806
Paducah, Ky-Cape Grd, Mo.-Hrrsbg, Ill. (3)	**95**	**70**	1,680	1,342	4,452	4,674
Pasco, Wash. (3)	**138**	**124**	364	276	1,280	1,021
Peoria, Ill. (3)	**87**	**95**	1,186	1,059	4,872	4,935
Philadelphia (7)	**5**	**7**	7,727	7,588	92,828	86,363
Phoenix-Mesa (6)	**22**	**18**	2,127	2,025	31,110	26,564
Pittsburgh (5)	**16**	**21**	4,582	4,591	44,281	41,519
Portland, Ore. (4)	**27**	**33**	2,220	2,088	28,756	25,482
Portland-Poland Spring, Me. (3)	**93**	**87**	1,264	1,160	4,980	4,713
Providence-New Bedford, Mass. (3)	**43**	**50**	3,809	2,896	14,363	12,813
Raleigh-Durham, N.C. (3)	**52**	**47**	2,686	2,564	12,771	10,527
Reno (3)	**114**	**96**	594	547	2,298	1,853
Richmond-Petersburg, Va. (3)	**64**	**51**	1,570	1,522	8,032	7,447
Roanoke-Lynchburg, Va. (3)	**80**	**60**	1,722	1,469	6,502	5,795
Rochester, N.Y. (3)	**54**	**83**	1,726	1,620	11,398	11,046
Rochester-Austin, Minn.-Mason City, Iowa (3)	**126**	**103**	991	921	2,735	2,706
Rockford-Freeport, Ill. (3)	**96**	**115**	1,302	1,209	3,470	3,416
Sacramento-Stockton, Calif. (5)	**23**	**25**	2,348	2,183	28,977	24,791
St. Louis (5)	**18**	**17**	3,607	3,350	40,085	37,328
*Salinas-Monterey-San Jose, Calif. (4)	**72**	**109**	816	954	5,748	5,534
Salt Lake City-Ogden-Provo (4)	**36**	**41**	1,675	1,566	16,288	14,163
San Antonio, Tex. (4)	**41**	**30**	1,933	1,868	12,113	11,573
San Diego (3)	**24**	**22**	3,618	3,104	28,039	24,699
San Francisco-Oakland (9)	**4**	**6**	4,826	4,577	85,963	80,265
San Juan-Caguas, PR. (3)	**33**	**72**	–	–	34,831	–
Savannah, Ga. (3)	**123**	**127**	941	874	2,670	2,267
Seattle-Tacoma (4)	**15**	**13**	3,063	2,824	44,588	37,519
Shreveport, La.-Texarkana, Tex. (3)	**77**	**67**	1,546	1,446	5,733	5,250
Sioux City, Iowa (3)	**119**	**111**	1,241	1,186	2,475	2,327
Sioux Falls-Mitchell, S.D. (3)	**120**	**130**	1,377	1,220	3,789	3,578
South Bend-Elkhart, Ind. (4)	**86**	**101**	1,132	1,032	5,109	4,528
Spokane, Wash. (3)	**73**	**55**	1,332	1,241	9,325	7,730
Springfield, Mo. (3)	**100**	**99**	1,367	1,221	3,709	3,736
Springfield-Decatur-Champaign-Urbana, Ill. (4)	**65**	**64**	1,810	1,584	5,831	6,666
Syracuse, N.Y. (3)	**59**	**92**	2,491	2,039	9,923	9,739
*Tampa-St. Petersburg, Fla. (5)	**20**	**14**	3,453	2,874	29,999	23,996
Terre Haute, Ind. (3)	**118**	**89**	1,670	1,450	2,380	2,152
Toledo, Ohio (3)	**56**	**49**	3,159	2,920	7,888	7,457
*Traverse City-Cadillac, Mich. (3)	**133**	**138**	711	762	2,556	2,012

Local 1979 (000)	Local 1978 (000)	Barter and trade-outs 1979 (000)	Barter and trade-outs 1978 (000)	Total broadcast revenues 1979 (000)	Total broadcast revenues 1978 (000)	Percent change in revenue	Total broadcast expenses 1979 (000)	Total broadcast profit[3] 1979 (000)
27,234	20,495	737	790	40,697	33,881	**20.1**	74,596	13,100
167,847	150,550	6,928	7,420	311,557	282,696	**10.2**	229,500	82,057
14,767	14,195	816	510	22,861	21,708	**5.3**	15,632	7,229
2,915	2,791	83	95	5,641	5,279	**6.9**	5,229	411
18,794	16,957	713	552	32,574	27,982	**16.4**	22,725	9,849
11,037	10,068	234	282	18,719	17,347	**7.9**	14,373	4,347
14,673	13,374	685	569	28,887	24,953	**15.8**	17,172	11,715
4,428	3,299	40	31	9,613	8,444	**13.8**	6,002	3,611
1,622	1,218	60	34	2,901	2,232	**30.0**	2,476	426
6,047	6,154	329	351	10,736	10,721	**0.1**	8,747	1,990
52,227	45,799	3,052	2,176	126,454	115,809	**9.2**	87,128	39,325
25,986	18,135	989	858	50,094	39,855	**25.7**	30,877	19,217
27,920	24,563	2,628	2,211	64,632	59,704	**8.3**	47,015	17,617
19,171	16,915	629	519	42,081	37,411	**12.5**	30,293	11,788
4,964	4,660	157	155	10,025	9,423	**6.4**	7,671	2,354
10,005	9,283	923	779	24,010	21,227	**13.1**	18,314	5,695
8,741	8,006	584	370	20,862	18,290	**14.1**	14,706	6,156
5,818	5,049	76	80	7,550	6,434	**17.3**	5,634	1,916
9,111	7,994	507	444	16,127	14,556	**10.8**	10,575	5,552
5,653	4,989	221	181	12,095	10,736	**12.7**	7,712	4,383
9,918	9,270	406	390	19,569	18,731	**4.5**	17,129	2,440
3,127	3,007	87	79	6,146	5,931	**3.6**	4,518	1,627
5,919	5,730	194	118	9,538	9,170	**4.0**	8,632	905
21,763	20,008	613	875	45,122	40,041	**12.7**	29,475	15,647
31,126	26,860	2,454	1,584	63,145	56,748	**11.3**	43,832	19,313
9,957	9,763	595	363	14,571	14,284	**2.0**	13,228	1,343
17,945	15,213	819	578	31,241	26,836	**16.4**	23,732	7,509
16,206	14,388	696	555	26,312	24,004	**9.6**	14,133	12,179
20,823	17,482	545	627	43,896	37,913	**15.8**	26,294	17,602
75,412	63,391	3,520	3,211	139,237	123,217	**13.0**	95,520	43,717
7,217	–	1,120	–	34,070	–	**–**	30,506	3,564
3,555	3,153	105	90	6,616	5,818	**13.7**	6,348	267
29,752	24,392	912	890	64,802	54,031	**19.9**	37,743	27,058
7,248	6,068	131	156	12,574	11,048	**13.8**	8,776	3,797
3,685	3,614	256	251	6,859	6,511	**5.3**	5,731	1,128
2,376	2,124	93	70	6,829	6,069	**12.5**	6,680	148
6,183	5,307	388	265	10,854	9,505	**14.2**	9,008	1,846
5,515	5,136	183	152	13,839	12,100	**14.4**	8,543	5,296
5,119	4,439	237	160	9,164	8,318	**10.2**	7,263	1,901
9,164	7,593	250	251	15,528	15,273	**1.7**	11,463	4,065
8,363	7,443	564	519	17,773	16,429	**8.2**	15,593	2,181
28,091	25,127	1,255	529	52,416	44,410	**18.0**	27,139	25,277
3,567	3,536	183	149	6,863	6,400	**7.2**	4,569	2,294
10,488	9,691	309	280	18,620	17,218	**8.1**	12,801	5,819
1,998	2,238	274	91	4,831	4,570	**5.7**	6,489	−1,658

Television's major source for movies.
Viacom Features I, II, III, IV, V, VI, VII
The Legend Group
Viacom Movie Greats
Viacom

© 1980 Viacom International Inc. All rights reserved.

WE MAKE THE FUTURE MORE CERTAIN

In an industry as subject to rapid technological and regulatory changes as broadcasting, it's difficult to predict what the future holds for television, radio or cable.

That's why when your focus is on the future, the name you should remember is Frazier, Gross & Clay. For more than thirty years, we've specialized in helping broadcasters and cable operators find out not only where they stand in their market today, but what that market will look like tomorrow.

Over the years, our special expertise in valuation and feasibility studies, cost benefit analyses and strategic planning has helped companies of all sizes develop sound plans for future growth. And we can do the same for you.

If you're ready to take some of the guesswork out of your future, we're ready to talk with you. Contact Susan D. Harrison, Manager, Economic Studies and Valuations.

FRAZIER, GROSS & CLAY

financial management consultants to radio, TV and cable systems nationwide

5028 Wisconsin Avenue, NW
Washington, DC 20016
(202) 966-2280

© 1980, Frazier, Gross & Clay

Market (number of stations reporting in parentheses)[2]	**Revenue rank**	**Profit rank**	*Time sales[1]* *Network* *1979 (000)*	*1978 (000)*	*Spot* *1979 (000)*	*1978 (000)*
Tucson, Ariz. (4)	**74**	**133**	919	910	6,487	5,846
Tulsa, Okla. (3)	**50**	**54**	1,568	1,473	9,065	8,048
Washington (5)	**10**	**16**	4,036	3,567	65,194	60,035
Wichita Falls, Tex.-Lawton, Okla. (3)	**121**	**117**	804	673	2,368	2,200
Wichita-Hutchinson, Kan. (3)	**66**	**52**	1,463	1,285	6,744	6,099
Wilkes Barre-Scranton, Pa. (3)	**76**	**110**	1,765	1,641	6,545	6,496
Yakima, Wash. (3)	**135**	**122**	489	468	1,924	1,852
Youngstown, Ohio (3)	**97**	**106**	1,015	950	7,170	6,391
Markets of three or more stations			304,912	276,950	2,444,615	2,208,540
Markets of fewer than three stations			39,519	37,349	119,693	112,665
All markets			344,431	314,299	2,564,308	2,321,205

*One or more stations did not report data for the full year.

[1] Time sales exclude revenues from programs, talent, materials, facilities and services sold in connection with the sale of time, and include commissions to agencies, representatives and brokers. Because stations are not consistent in the way they classify national/regional versus local sales, year-to-year comparison in these categories should be made with caution.

Breakdown of market revenues on per-home basis puts Las Vegas on top for 1979

In the table below, total broadcast revenues for the FCC-reported markets are divided by the total number of households contained in that Area of Dominant Influence, as defined by Arbitron Television for 1979. There are three markets—Honolulu, Pasco, Wash., and San Juan-Caguas, P.R.—that are not included since Arbitron compiles no figures for them.

Market	**$ per home**
Las Vegas-Henderson, Nev.	96.35
Salinas-Monterey-San Jose, Calif.	93.88
Atlanta	83.46
Denver	83.31
Phoenix-Mesa, Ariz.	82.77
Houston-Galveston, Tex.	80.15
Anchorage	79.74
Dallas-Fort Worth	79.63
New Orleans	76.01
Miami	75.44
Baton Rouge	74.20
San Francisco, Oakland	72.60
Los Angeles	69.85
Albany-Thomasville, Ga.-Tallahassee, Fla.	69.00
Salt Lake City-Ogden-Provo	67.32
Indianapolis-Bloomington, Ind.	67.30
Seattle-Tacoma	66.34
Baltimore	66.04
Tucson, Ariz.	65.92
Cincinnati	65.66
Chicago	65.37
Jacksonville, Fla.	65.37
Detroit	65.12
Bakersfield, Calif.	64.65
Minneapolis-St. Paul	64.25
Milwaukee	63.33
St. Louis	63.09
Washington	62.68
Kansas City, Mo.	62.02
Boston	61.97
Oklahoma City-Enid, Okla.	61.48
Sacramento-Stockton, Calif.	61.37
San Diego	61.30
San Antonio, Tex.	60.80
Fresno-Hanford-Tulare-Visalia, Calif.	60.37
Boise-Nampa, Idaho	60.13
Charlotte, N.C.	60.13
Portland, Ore.	60.08
Buffalo, N.Y.	59.88
Columbus, Ohio	59.76
Dayton, Ohio	59.30
Beaumont-Port Arthur, Tex.	59.02
Corpus Christi, Tex.	58.97
Charleston, S.C.	58.78
Rochester, N.Y.	58.73
Reno	58.61
Lubbock, Tex.	58.47
Columbia, S.C.	58.13
Omaha	57.81
Orlando-Daytona Beach, Fla.	57.62
Louisville, Ky.	57.50
Austin, Tex.	56.61
Tampa-St. Petersburg, Fla.	56.50
Madison, Wis.	56.34
Springfield-Decatur-Champaign-Urbana, Ill.	56.13
Augusta, Ga.	56.04
Colorado Springs-Pueblo, Colo.	55.97
Montgomery, Ala.	55.97
Hartford-New Haven-New Britain-Waterbury, Conn.	55.73
Pittsburgh	55.46

Local 1979 (000)	Local 1978 (000)	Barter and trade-outs 1979 (000)	Barter and trade-outs 1978 (000)	Total broadcast revenues 1979 (000)	Total broadcast revenues 1978 (000)	Percent change in revenue	Total broadcast expenses 1979 (000)	Total broadcast profit[3] 1979 (000)
8,540	7,510	396	284	13,744	12,236	**12.3**	13,699	45
14,074	13,506	266	321	21,860	20,270	**7.8**	16,427	5,433
38,035	33,208	1,870	1,653	87,783	79,658	**10.2**	64,987	22,795
4,080	3,611	204	207	6,815	6,025	**13.1**	5,989	827
8,816	7,933	349	199	15,391	13,818	**11.4**	9,920	5,472
6,200	5,287	487	506	12,774	11,699	**9.2**	11,587	1,188
2,138	1,993	142	92	3,987	3,806	**4.8**	3,364	623
3,173	2,963	259	252	9,514	8,578	**10.9**	8,075	1,439
2,099,281	848,242	94,885	82,737	4,142,580	3,713,802	**11.5**	2,880,147	1,262,434
145,484	132,200	5,733	6,043	280,984	261,202	**7.6**	224,371	56,613
2,244,766	1,980,442	100,619	88,780	4,423,564	3,975,004	**11.3**	3,104,517	1,319,047

---

[2] Excludes 21 satellites that filed combined reports with their parent stations. Includes television specialty stations with religious formats, provided that 50% or more of the revenues of those stations came from the sale of time to advertisers

[3] Before Federal income tax

Minus sign denotes loss

Market	**$ per home**
Greenville-Washington-New Bern, N.C.	54.72
Albuquerque, N.M.	54.64
Memphis	54.57
Cleveland	54.50
Rockford-Freeport, Ill.	54.31
Fort Myers-Naples, Fla.	54.13
Fort Wayne, Ind.	54.10
Tulsa, Okla.	53.92
Philadelphia	53.61
El Paso, Tex.	53.29
Columbus, Ga.	52.25
Syracuse, N.Y.	51.65
Birmingham, Ala.	50.95
Albany-Schenectady-Troy, N.Y.	50.63
Lexington, Ky.	50.45
Norfolk-Portsmouth-Newport News-Hampton, Va.	49.98
Odessa-Midland-Monahans, Tex.	49.69
New York	48.43
Cedar Rapids-Waterloo, Iowa	47.52
Erie, Pa.	47.50
Peoria, Ill.	47.17
Evansville, Ind.	45.78
Monroe-El Dorado, Ark.	45.71
Toledo, Ohio	45.71
Spokane, Wash.	45.41
Nashville	45.29
Sioux City, Iowa	45.15
Des Moines-Ames, Iowa	44.75
Rochester-Austin, Minn.-Mason City, Iowa	44.40
Green Bay, Wis.	44.10
Little Rock, Ark.	44.07
Greensboro-Winston Salem-High Point, N.C.	43.98
Youngstown, Ohio	43.74
Savannah, Ga.	43.66
Grand Rapids-Kalamazoo, Mich.	43.27
Jackson, Miss.	43.06
Bangor, Me.	42.97
Richmond-Petersburg, Va.	42.95
Burlington, Vt.-Plattsburgh, N.Y.	42.42
Terre Haute, Ind.	42.15
South Bend-Elkhart, Ind.	42.12
Idaho Falls-Pocatello, Idaho	42.07
Raleigh-Durham, N.C.	41.95
Greenville-Spartanburg, S.C.-Asheville, N.C.	41.89
Providence-New Bedford, Mass.	41.77
Knoxville, Tenn.	41.68
Duluth, Minn.-Superior, Wis.	41.67
Wichita Falls, Tex.-Lawton, Okla.	41.58
Flint-Saginaw-Bay City, Mich.	41.34
Binghamton, N.Y.	41.10
Fargo-Valley City, N.D.	40.98
Amarillo, Tex.	40.73
Davenport, Iowa-Rock Island-Moline, Ill.	40.53
Wichita-Hutchinson, Kan.	38.98
Chattanooga	38.58
Mobile, Ala.-Pensacola, Fla.	37.83
Lincoln-Hastings-Kearney, Neb.	37.50
Harrisburg-Lancaster-York-Lebanon, Pa.	37.02
Springfield, Mo.	36.36
Columbia-Jefferson City, Mo.	36.06
Charleston-Huntington, W. Va.-Ashland, Ky.	35.89
Traverse City-Cadillac, Mich.	35.78
Joplin-Pittsburg, Mo.	34.76
Portland-Poland Spring, Me.	34.64
Huntsville-Decatur, Ala.	34.47
Roanoke-Lynchburg, Va.	34.45
Johnstown-Altoona, Pa.	33.65
Wilkes Barre-Scranton, Pa.	33.65
Fort Smith, Ark.	33.38
Shreveport, La.-Texarkana, Tex.	33.36
Johnson City-Kingsport-Bristol, Tenn.	33.15
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	32.90
Sioux Falls-Mitchell, S.D.	32.79
Yakima, Wash.	27.49

Since 1977 SYNCOM has participated in the financing of

25% of newly acquired minority-owned radio stations

100% of newly built black-owned cable systems

25% of newly acquired black-owned TV stations

SYNCOM will continue to make the difference.

Syndicated Communications, Inc.
Suite 414, 1625 Eye Street, N.W.
Washington, D.C. 20006
202 293-9428

Experience counts when
BUYING
OR
SELLING
Consult
NORMAN FISCHER
Over 10 years of quality service to broadcasters
* BROKERAGE
* APPRAISALS
* FINANCING

Norman Fischer & Associates, Inc.

P.O. Box 5308
Austin, Texas 78763
(512) 452-6489

Text continues from page 72

believes the second half of the year will provide the opportunity for "great growth." He said the new administration will provide a psychological boost to business and, beyond that, there is a promise of tax cuts, which could translate itself into more disposable income.

One area in which PGW has been active and will continue in 1981 is new business development. In addition to trying to bring new advertisers to the medium, Reynolds said, PGW talks to major advertisers on the virtues of certain markets where PGW has stations. "We feel confident that if we can sell the use of a market, PGW will get its rightful share," Reynolds explained.

David Allen, president of Petry Television, said the 1979 TV figures held "no surprises" in allocations to the various markets.

"It's too bad the figures could not have come out earlier," he noted. "We need all the figures we can get in our planning process for the next year. Fortunately our estimates have been quite good."

Allen said spot business has been brisk at Petry in 1980, "probably 2% to 3% above the industry." He hastened to explain that all regions have not gained equally, noting that the South and the West have bloomed while the Northeast and the Midwest have not grown at the same rate.

Next. Financial figures for radio's 1979 will be released by the FCC on Dec. 16, according to Broadcast Bureau Chief Richard Shiben. BROADCASTING has scheduled publication of market-by-market totals for its Dec. 22 issue. Cable TV financial figures will be released within two to three weeks.

"I have a feeling that 1981 will be a good year," Allen commented. "We're going to have a new President and a new administration and business probably will benefit. And when business improves, so does television."

Dick Goldstein, president of Katz American Television, and Victor Ferrante, president of Katz TV Continental, stressed that the FCC market figures must be viewed with a critical eye because of the commission's lumping national/regional into one column.

"These figures can be used as guidelines," they said. "But there are no surprises in the lists. Due to our constant monitoring, we have been able to project with accuracy the amount of money flowing into the marketplace."

Ferrante, whose division covers smaller-market TV stations, predicted that national spot in 1980 will grow by about 13-14%. But he cautioned there will be sharp differences in gains, depending on the market. For 1981 he sees a resurgence in auto advertising and in a large list of consumer goods.

Goldstein pegs 1980's jump over 1979 at 14%, with the top 10 markets showing the largest increase. He said the toy business, the auto accessories market and issue advertising are likely to be growing advertising sectors for spot TV in 1981.

Both Ferrante and Goldstein said they expect a gain of 9%-11% in spot TV advertising in 1981.

Walter Schwartz, president of Blair Television, said that at first blush, 1980 seems disappointing.

"It's a quadrennial year and that's usually a fine year," Schwartz observed. "But with the recession, the terrible interest rates, the loss of the Olympics from TV and the SAG-AFTRA strike, it became an atypical year. Actually, as it's turning out, it's a respectable year."

Schwartz is estimating that 1980 will wind up 12% to 13% over 1979, depending on the outcome of the fourth quarter. He believes Blair will "do somewhat better" than the industry figure. He anticipates that spot TV will start slowly in 1981 but will gain momentum as the year progresses.

"I'm cautiously optimistic about the year," Schwartz said guardedly, "perhaps a

We're the new TV rep on the block, so we can't just *say* we're good.

We have to *prove* it. Every single day.

Working long. Driving hard. Fighting to build the biggest sales for our client stations. And the best name for ourselves.

Isn't this the kind of rep team you want selling for *your* station?

Carmine F. Patti
President

SPOT TIME LTD.

366 Madison Avenue, New York, N.Y. 10017 (212) 687-9660

New York • Chicago • Los Angeles • Atlanta • Dallas • Detroit • San Francisco

- Television Transmission Co. for Peru, Oglesby, Spring Valley and LaSalle, all Illinois (IL0083, 2, 4, 183) add signal.
- Katy Cable Television Inc., for Fort Bend-NE, Harris-W and Waller-SE, all Texas (TX0665, 5, 7) new system.
- Teleprompter Corp. for Fullerton, Calif. (CA0818) new system.
- Southern TV Systems for Cisco, Eastland, Olden and Ranger, all Texas (TX0130, 1, 427, 132) add signal.
- Housatonic Cablevision Co. for Trumbull, Monroe, Brookfield, and New Fairfield, all Connecticut (CN0101, 2, 4, 5) add signal.
- New Milford Cablevision Co. for New Milford, Conn. (CN0037) add signal.
- Sublette Community TV for Sublette, Kan. (KS0252) new system.
- Plains Community TV for Plains, Kan. (KS0251) new system.
- RV Cablevision for Lawrenceburg, Ky. (KY0466) new system.
- Warner Amex Cable Communications for Eldred, Penn. (PA0034) new system.
- Texas Cablevision for New Boston, Tex. (TX0562) add signal.
- Telecable of Kokomo for Galveston and Cass, both Indiana (IN0229, 30) new system.
- Presidio TV Cable for Presidio, Tex. (TX0296) add signal.
- Coaxial Communications of Central Ohio for Pickerington, Canal Winchester and Violte, all Ohio (OH0747, 9, 50) add signal.
- Centre Video Corp. for Ben Avon Heights and Franklin Park, both Pennsylvania (PA1902, 3) new system.
- Garden States CATV Inc. for Frankford, N.J. (NJ0453) new system.
- Alexandria Cablevision for Alexandria, Va. (VA0220) add signal.
- Kellogg TV System for Kellogg, Idaho (ID0026) add signal.
- ATC CATV for Fallon and Churchill County, both Nevada (NV0001, 2) add signal.
- Cable TV of Minot for Minot, N.D. (ND0009) add signal.
- North Ottawa Cablevision for Zeeland and Holland Charter, both Michigan (MI0435, 344) add signal.
- Wilmore Municipal Authority for Wilmore, Penn. (PA1904) new system.
- International Satellite Services for Ft. Sill, Okla. (OK0205) new system.
- Alaskan Cable Network for Fort Greely AFB and Fort Wainwright AFB, both Alaska (AK0033, 4) new system.
- Riverside Cable TV for Pulaski, Ark. (AR0202) new system.
- Catawba Valley Communications for Brookford and Conover, both North Carolina (NC-236, 192) new system.
- Telecable of Lexington for Lexington and Fayette, both Kentucky (KY0469, 70) new system.
- Storer Communications of Bowling Green and Warren County for Bowling Green and Warren, both Kentucky (KY0467, 8) new system.
- Satellite Cable TV for Acworth, Ga. (GA0280) new system.
- North Ottawa Cablevision Inc. for Park, Mich. (MI0345) add signal.
- Montgomery County Cablevision for Gaithersburg, Md. (MD0057) add signal.
- Warner Amex Cable Communications for Eldred, Penn. (PA1531) new system.
- Conley's TV Cable for Hueysville, Ky. (KY0461) new system.

Satellites

- Based on FCC tabulations announced Sept. 2 there are 4,364 licensed earth stations. Approximately 3,800 are receive-only with remainder being transmit-receive. Receive-only earth stations are not required to be licensed with FCC (BROADCASTING, Oct. 22, 1979). FCC estimates that ratio of unlicensed to licensed receive-only stations is approximately 3 to 1.

Applications

- Princeton, N.J.—American Satellite Co. (5.0m; S-A; E2686).
- Las Vegas—Royal Las Vegas Casino (5.0m; AFC; E2687).
- Boulder, Colo.—Satellite Business Systems (7.7m; Hughes; E2688).
- Hurst, Tex.—Hurst Cable Communications (5.0m; S-A; E2689).
- Greenup, Ill.—Tri-Star Cablevision Inc. (4.6m; S-A; E2690).
- Parma, Ohio—Scripps-Howard Broadcasting Co. (7.0m; S-A; E2691).
- Toronto, Ohio—Television Cable Service Inc. (4.6m; S-A; E2692).
- Redona Mesa, Calif.—Leo A. Schuerman (5.0m; E2693).
- Dakota City, Neb.—Iowa Beef Processors Inc. (4.6m; Dalsat; E2694).
- Garden City, Kan.—Iowa Beef Processors Inc. (4.6m; Dalsat; E2695).
- Manchester, Kan.—Iowa Beef Processors Inc. (4.6m; Dalsat; E2696).
- Norton, Kan.—Iowa Beef Processors Inc. (4.6m; Dalsat; E2697).
- Holton, Kan.—Iowa Beef Processors Inc. (4.6m; Dalsat; E2699).
- Strongsville, Ohio-Hi-Net Communications Inc. (5.0m; AFC; E2700).
- McLean, Va.—Hi-Net Communications Inc. (5.0m; AFC, E2701).
- Rockville, Md.—Hi-Net Communications Inc. (5.0m; AFC; E2702).
- Richmond, Va.—Hi-Net Communications Inc. (5.0m; AFC; E2703).
- Rochester, N.Y.—Hi-Net Communications Inc. (5.0m; AFC; E2704).
- Midlothian, Tex.—Austin and Associates Inc. (5.0m; S-A; E2705).
- White Plains, N.Y.—Satellite Business Systems (5.5m; Nippon Electric; E2706).
- Smithtown, N.Y.—Warner Amex Satellite Entertainment (11.0m; S-A; E2707).

Other

- Tabulation of complaints received by Broadcast Bureau for September totaled 15,039, decrease of 5,486 from August. Other comments and inquiries for September totaled 2,762, increase of 1,303 over previous month. Bureau sent 1,224 letters in response to comments, inquiries and complaints. Ann. Nov. 7.
- Atlanta, Ga.—Turner Broadcasting System Inc. requests elimination of cable television rules mandating carriage of signals of local television broadcast stations. (RM 3786). Ann. Nov. 10.
- San Angelo, Tex.—Kenneth S. Gunter requests repeal or amendment of rules relating to age and experience requirements for first-class radiotelegraph operator licenses. (RM 3785). Ann. Nov. 10.

Call Letters

Applications

Call	*Sought by*
	New AM
KRRP	James G. Bethard, Coushatta, La
	New FMs
KZOC	Osage Radio Inc., Osage City, Kan
KDKS	Benton Broadcasting Corp., Benton, La
KPSM	Multi-Media Ministries Inc., Brownwood, Tex
	New TVs
WPMI	Hess Broadcasting Corp., Mobile, Ala
*KLPA	Louisiana Educational Television Authority, Alexandria, La
	Existing AM's
WYKC	WNAG Grenada, Miss
WOIO	WRFD Columbus/Worthington, Ohio
WPEX	WWDE Hampton, Va
	Existing FMs
KJMB	KYOR-FM Blythe, Calif
KZFR	KTHO-FM South Lake Tahoe, Calif
WPEZ	WCRY-FM Macon, Ga
WAJY	WWL-FM New Orleans
KRSE	KYBO Yakima, Wash
	Existing TV
KCEO	KLOC-TV Modesto, Calif

Grants

Call	*Assigned to*
	New FMs
KTNC-FM	Southeast Nebraska Broadcasting Co., Falls City, Neb
WTID	Voice of the People, Suffolk, Va
KTRW	Read Broadcasting, East Wenatchee, Wash
	New TVs
KNAN-TV	Roger D. Pinton, West Monroe, La
*KCKA	Tacoma School District No. 10, Centralia, Wash
	Existing AM
WCAM	WACA Camden, S.C
	Existing FM
KKAZ	KLEN-FM Cheyenne, Wyo

Summary of broadcasting

FCC tabulations as of Oct. 31, 1980

		Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM		4,567	3	2	4,572	118	4,690
Commercial FM		3,262	2	1	3,265	141	3,406
Educational FM		1,082	–	2	1,084	74	1,158
Total Radio		8,911	5	5	8,921	333	9,254
Commercial TV							
VHF		517	1	0	518	9	527
UHF	231						
Educational TV		–	–	231	90	321	
VHF							
UHF		100	1	4	105	7	112
Total TV		155	2	5	162	15	177
FM Translators		1,003	4	9	1,016	121	1,137
TV Translators		339	–	–	339	184	523
UHF							
VHF		2,567	–	–	2,567	259	2,826

*Special temporary authorization

**Includes off-air licenses

The explosive state of the art in electronic journalism

Broadcasting Dec 1

The News Magazine of the Fifth Estate ☐ Established 1931 Our 50th Year ☐ 1980

12/5/80 C1750-1 U

The largest television weather service in the world. KSTP-TV.

In Minnesota, you're challenged by one of the toughest winters anywhere.

But the people there meet that challenge . . . and so does KSTP-TV's Eyewitness News. With exclusive services like the amazing new Doppler unit that actually "sees" the wind*. Or television's only airborn color weather radar.

And at KSTP, forecasting doesn't stop there! The incredible new Weather Health Trends computer can even predict how tomorrow's weather might affect the way you feel!

KSTP-TV's Weather Service . . . the largest in the world. Nine professional meteorologists watching the winter weather for the Twin Cities 24 hours a day. It's just one reason why we call it EYEWITNESS News.

abc 5
KSTP-TV
Minneapolis, St. Paul

#1 EYEWITNESS NEWS

For more information, call KSTP-TV sales at (612) 646-5555 or your nearest Petry office.

*Coming soon

2001*KENNEP2098 ZWZ APR/81
J P KENNEDY **SAMPLE
CIS
4520 EAST WEST HWY
SUITE 300
WASHINGTON DC 20014

The First 50 Years Of Broadcasting
1938

Broadcasting Dec 1

The Week in Brief

TOP OF THE WEEK

GETTING CLEARER ☐ Composition of Reagan FCC is beginning to take shape. It looks as if either Washburn or Lee will be named interim chairman shortly after Jan. 20. **PAGE 31.**

DUBUQUE DUST-UP ☐ Police get search warrant and seize tapes of brawl from KDUB-TV. *Stanford Daily* bill, which would prohibit such action, doesn't go into effect until October. **PAGE 32.**

SWIFT IN SENATE ☐ Commerce Committee will mark up crossownership bill that contains amendments by Hollings giving five-year licenses. Its chances of passage in House are seen as dim. **PAGE 33.**

FIRE EFFECTS ☐ Destruction of MGM Grand in Las Vegas will not affect NAB convention plans. Alternate arrangements have been made. NAB's Harwood, staying at hotel, escapes. **PAGE 35.**

BUSINESS

WHEELERS MEET DEALERS ☐ Goldman, Sachs seminar gives money managers chance to hear the thoughts of communications industry leaders. **PAGE 36.**

SPECIAL REPORT

STATE OF THE ART ☐ Electronic journalism—the media, men and machines—is assessed in this first year of 1980's. **PAGE 43.** How local TV is fine-tuning and enlarging its news output. **PAGE 44.** In conversation with BROADCASTING editors, CBS's Walter Cronkite shares reflections on his career and commentary on his craft. **PAGE 53.** In year marked by dramatic world happenings, network TV expands in dayparts other than conventional news slots. Networks also promise to embark on new tangents. **PAGE 62.** Radio news in 1980 is targeted more to demographics and with more reliance on satellites and solid-state electronics. **PAGE 68.** Trend in cable: Concentration on local news in smaller markets. **PAGE 78.** Ted Turner's new Cable News Network earns long pants in its six months of operation. **PAGE 87.** Status report on computers and other gear for electronic newsrooms. **PAGE 88.**

JOURNALISM

RTNDA HEADS FOR FLORIDA ☐ Convention this week will examine its place under news sun. Reagan may be telephone caller. Complete agenda is on **PAGE 93.** Exhibitor list begins on **PAGE 94.**

PROGRAMING

SIR ALEX FOR OPT ☐ Guinness will make American commercial debut in six-hour mini-series based on le Carre best seller. **PAGE 104.**

COST CRUNCH ☐ Lack of advertiser support to offset mounting production expenses is blamed by Mutual in announcing programing cutbacks. **PAGE 105.**

TECHNOLOGY

WARC-RELATED ISSUES ☐ FCC issues notices of inquiry on use of geostationary orbit, domestic implication of AM band expansion and HF utilization by fixed and mobile services. **PAGE 106.**

LAW & REGULATION

LIBEL STATUS ☐ Broadcast groups support Virginia newspaper's contention in Supreme Court that private consultants working for government are public figures and subject to aggressive examination by press. **PAGE 107.**

1938

THE 'BROADCASTING' YEARS ☐ Prospects for super power radio operations were dimmed by FCC, which also turned increasing attention to its study of so-called network monopoly. All this was against somber background of an approaching war in which radio journalists became listening posts for an anxious world. **PAGE 113.**

PROFILE

HOGAN'S HEROICS ☐ Stability is Jack Hogan's middle name. It's an attribute that promises dividends for the RTNDA when he takes over association's presidency this week and starts operating in its front trenches. **PAGE 137.**

Business Briefly.......... 10
Changing Hands....... 109
Closed Circuit............ 7
Datebook............... 24
Editorials.............. 138
Fates & Fortunes....... 131
For the Record......... 118
In Sync.................. 107
Monday Memo........... 15
Monitor................. 106
News Beat............. 103
Open Mike.............. 26
Playback................ 105
Stock Index............ 135
Washington Watch....... 108
Where Things Stand...... 18

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50)

Index to advertisers ■ Accuracy In Media 58 ☐ Aetna Life & Casualty 64-65 ☐ American Bar Association 86 ☐ American Chiropractic Association 105 ☐ Ampex 20-21 ☐ Association of American Railroads 49 ☐ Audito Distributors 73 ☐ BIAS 85 ☐ Blackburn & Co. 108 ☐ Broadcast Electronics 80 ☐ Broadcast Personnel 131 ☐ Columbia Pictures 11 ☐ Columbia University Journalism Awards 48 ☐ Continental Electronics 119 ☐ Edison Electric 67, 95 ☐ Enstrom Helicopters 54 ☐ Fetzer Stations 88 ☐ GE 89 ☐ Gannett 42 ☐ Gilmore Broadcasting 55 ☐ Grass Valley 4 ☐ Greater Hartford Chamber of Commerce 89 ☐ Harris 51 ☐ Hayes Broadcasting 82 ☐ Heller-Oak 109 ☐ Home Theater 78 ☐ Howard University 103 ☐ International Tapetronics 120 ☐ JVC 59 ☐ KSTP-TV front cover ☐ Katz 112 ☐ MCA-TV 6 ☐ MGM-TV 8-9, 40-41 ☐ McDonnell Douglas 13 ☐ Metro Weather 90 ☐ Mortgage Bankers 84 ☐ Motor Vehicle Manufacturers Association 10 ☐ Mutual Broadcasting System 39 ☐ National Right to Work 97 ☐ National TV Log 22, 25, 87 ☐ O'Connor Creative Service 98 ☐ Omniflight Helicopters 119 ☐ Online Inc. 96 ☐ Osmond TV back cover ☐ Panasonic 60-61 ☐ Paramount 28-29 ☐ Precious Products 94 ☐ RFK Awards 12 ☐ RKO Radio Network 45 ☐ St. Joe Lead 81 ☐ Sono-Mag 60-61 ☐ Southern Company 66 ☐ State Farm 121 ☐ Joe Sullivan 72 ☐ Tandem 16-17 ☐ William B. Tanner 133 ☐ Telepictures inside front cover/page 3 ☐ Television News Support 101 ☐ Toshiba 79 ☐ 20th Century-Fox Sports 56-57 ☐ United Press International 69 ☐ United States Postal Service 8 ☐ Utility Tower 83 ☐ Vital Industries 14 ☐ WCCO-TV 30 ☐ WPIX-TV 47 ☐ WSB inside back cover ☐ Wall Street Journal 63 ☐ Warner Brothers 19 ☐ Mike Warren Sports 92 ☐ Weathermation 52 ☐ Western Union 74-75 ☐ Wold Communications 77 ☐ Worldvision 27 ☐ Youngs, Walker 118 ☐

of the prohibition because he feared that one of the groups against the lifting might go to court seeking to reimpose it. Indeed, Erwin Krasnow, NAB's general counsel, said his group "is considering an immediate appeal to the court."

Based on the continuing problems the CRT has had in disposing of the 1978 fees, it decided unanimously that a "controversy" exists among claimants on how the 1979 fees—a bank account that now amounts to $16.1 million—should be divided. But it delayed the start of proceedings with the technicality of ordering that its action declaring the controversy not be published until March 2, 1981.

In making the declaration, the CRT agreed with the MPAA and the joint sports claimants that the CRT had limited discretion in the matter under the Copyright Act. As Brennan put it: "Everybody is in agreement that there is a controversy." Nonetheless, the NAB, Public Broadcasting Service and National Public Radio argued to no avail that the CRT should do nothing regarding the 1979 fees until the court makes its determination on the 1978 fees.

Brennan cited two reasons for the CRT delaying the effective date of its declaration. First, he said, the CRT hoped the delay would "encourage those who may try to expedite the progress" of the 1978 fee appeal. He explained that with a firm date now set for the start of proceedings, parties in that case can now argue for expedited action. The court, he added, has the power to take a case out of sequence. Brennan also said the delay would take some of the pressure off the CRT, which is now operating under a heavy workload and which is obligated under law to complete all proceedings within a year.

September sums. Network television billings in September rose 5.6% above those of September 1979, reaching $428.1 million and bringing the total for the first nine months of 1980 to $3.6 billion, up 13.5% from the comparable period last year. The figures, released last week by the Television Bureau of Advertising from estimates compiled by Broadcast Advertisers Reports, showed that for the nine-month period the greatest gains were in weekday daytime, up 17.7%, and in nighttime, up 13.3%. Saturday and Sunday daytime was up 5.8% for the nine months but was off 10.3% in September, which had two fewer weekend days than September 1979.

ABC-TV led in billings for the nine months with a total of $1,345,925,400, followed by CBS-TV with $1,194,070,400 and NBC-TV with $1,088,086,500.

September

	1979	1980	% chg.
Daytime	$140,581,600	$147,086,900	+ 4.6
Mon.-Fri.	76,489,500	89,610,800	+17.2
Sat.-Sun.	64,092,100	57,476,100	−10.3*
Nighttime	264,861,200	281,051,400	+ 6.1
Total	$405,442,800	$428,138,300	+5.6

January-September

	1979	1980	% chg.
Daytime	$1,087,560,500	$1,237,315,700	+13.8
Mon.-Fri.	726,441,500	855,260,900	+17.7
Sat.-Sun.	361,119,000	382,054,800	+ 5.8
Nighttime	2,109,886,000	2,390,766,700	+13.3
Total	$3,197,447,300	$3,628,082,400	+13.5

Quarterly

	ABC	CBS	NBC	Total
Jan.-March	$476,529,700	$395,364,300	$360,185,700	$1,232,079,700
April-June	473,396,000	428,389,400	381,727,800	1,283,513,200
July-Sept.	395,999,700	370,316,800	346,173,000	1,112,489,500
Year-to-date	$1,345,925,400	$1,194,070,500	$1,088,086,500	$3,628,082,400

Knight-Ridder on cable prowl

Newspaper-based group broadcast owner is looking for buy; company displays Viewtron system at meeting with security analysts

When Knight-Ridder Newspaper's president, Alvah H. Chapman Jr., told securities analysts in New York recently that his company "hoped to make a significant cable acquisition within the next year," he didn't exactly shock the members of his audience. Knight-Ridder, depending on whom you talk to, was either rumored or definitely known to have been shopping for a cable company, and is particularly mentioned, along with Gannett, as one of those unsuccessfully in pursuit of UA Columbia Cablevision.

But at the same time, there are analysts who attribute to Chapman's remark the subsequent run-up in cable stocks. United Cable, for example, was up 4 1/2 by last Tuesday from the day before the meeting. Heritage was up 1 3/4, Comcast up 3/4 and Telecommunications no change. UA Columbia, however, breaking with the trend, was down 2 3/4. The market, according to theory, sees in this statement, and Chapman's later admission to an inquiring analyst that the company was willing to accept earnings dilution to achieve a purchase, a determination to get into cable despite current prices. That is taken as an example, says one analyst, that in the cable field "there's unlimited money chasing a very few stocks."

A highlight of the session was a demonstration for the analysts of Knight-Ridder's Viewtron system, the interactive video information system with which the company has been experimenting in Coral Gables, Fla. The company indicated it has not yet decided to proceed with a test of a commercial version of Viewtron—at present the service is provided free to a sample population of 160. However, some users are said to log up to 1.5 hours a day on the devices.

Knight-Ridder is expecting a "significant" increase in fourth-quarter earnings, which Chapman said will help the company achieve improved earnings for the year, despite downturns in the two previous quarters.

RKO to drop its representative arm

Blair will pick up New York, L.A. and Boston stations, others are up for grabs

RKO General Inc., New York, has decided to disband its television representative firm, RKO Television Representatives, and assign three of its owned television stations to Blair Television New York.

An RKO official explained that the only way a representative firm can flourish in today's environment is to grow constantly, and he said RKO was inhibited in its quest for new stations because of the FCC problems in which RKO General and its parent company, General Tire & Rubber Co., are enmeshed.

Effective early in 1981, WOR-TV New York, KHJ-TV Los Angeles and WNAC-TV Boston will be handled by Blair. The FCC's refusal to renew those three licenses has been stayed pending outcome of a court appeal. The fourth RKO station, WHBQ-TV Memphis, is open for solicitation from other representatives, and, according to an RKO spokesman, "we've been deluged with calls."

RKO Television Representatives also had three non-RKO stations on its roster—WTTV(TV) Indianapolis, WDRB-TV Louisville, Ky., and KMPH(TV) Fresno, Calif. They will be seeking other representation.

Blair is acquiring the three RKO TV stations through a "buyout," but neither Blair nor RKO General would reveal the terms of the transaction. An RKO official estimated that the house rep firm is billing $60 million and acknowledged that the overwhelming portion accrued from WOR-TV, KHJ-TV and WNAC-TV.

It is understood that a number of RKO Television Representatives employes will be absorbed by Blair, and others will be integrated into RKO General stations.

A letter of intent has been signed by Blair and RKO General but the proposal is subject to a definitive agreement.

Programing

OPT captures 'Smiley' for '80-'81

le Carre novel starring Alec Guinness heads list of new programs for independents

A six-hour mini-series, *Smiley's People,* based on John le Carre best-selling spy novel and starring Sir Alec Guinness, will be among five specials to be offered by Operation Prime Time in 1981 and 1982, the OPT steering committee announced last week.

Smiley's People will be produced by Paramount in association with BBC-TV and is scheduled to run on the OPT consortium of stations in November-December 1982. OPT said Sir Alec Guinness will be making his American commercial debut in the mini-series. Earlier this year he was seen on PBS in the Smiley role in the BBC-TV production of le Carre's "Tinker, Tailor, Soldier, Spy."

OPT called its 1981-82 program line-up "by far the most impressive and varied" since the consortium was formed five years ago to produce quality prime-time programing for local TV use. The four other specials on the schedule are:

The Way They Were, described as a two-hour extravaganza featuring a long list of stars returning to their alma mater—Northwestern University—and recreating the performances that started them to stardom. Stars include Ann-Margaret, Charlton Heston, Tony Randall, Cloris Leachman, Patricia Neal, Claude Akins, Robert Conrad, McLean Stevenson, Carol Lawrence, Nancy Dussault, Jerry Orbach. To be produced by Bob Banner Associates for Paramount, for broadcast February/March 1981.

Further Adventures With the Gold Watch, two-hour sequel to the science-fiction farce, *The Girl, the Gold Watch and Everything,* which was one of OPT's highest-rated programs. To be produced by Paramount Television and scheduled in May/June 1981.

Golda, a four-hour mini-series based on the life and accomplishments of former Israeli Premier Golda Meir. To be produced by Paramount for showing in November 1981.

Goliath Awaits, a four-hour mini-series described as combining a large-scale disaster movie with a science-fiction tale, in which 400 passengers aboard a sunken liner are discovered—40 years later—still living in a portion of the ship. To be produced by Columbia Pictures for showing in May/June 1982.

Ratings Roundup

Kristin shot J.R. and CBS-TV's ***Dallas*** shot right into the record books when the Nov. 21 episode revealing the culprit scored the highest rating for any program in modern television history: a colossal 53.3 rating and 76 share.

That beat the record previously held by the final installment of ABC-TV's mini-series, ***Roots,*** which earned a 51.1/71 on Jan. 30, 1977. And it easily topped the Aug. 29, 1967, final broadcast of ABC's ***The Fugitive*** which had been first for a regularly scheduled series episode.

The ***Dallas*** score becomes even more impressive considering its play on Friday night, usually a low night for set usage. Lorimar, the production house that created all the suspense over "who shot J.R.," had been expecting a rating only "somewhere in the 40's" ("Closed Circuit," Nov. 17).

For the hour ***Dallas*** episode, there were an estimated 83 million viewers. The ***Roots*** conclusion—two hours in length—still claims the headcount record, with 99 million.

While the ***Dallas*** episode hit the ratings roof, CBS's over-all average in prime time for seven days ended Nov. 23 was par for the course of a winning week. CBS scored a 21.9/33 to ABC's 19.7/30 and NBC-TV's 17.1/26.

The First 20

Rank	Program	Network	Rating Share
1.	*Dallas*	CBS	53.3/76
2.	*Dukes of Hazzard*	CBS	32.0/48
3.	*60 Minutes*	CBS	29.8/45
4.	*Three's Company*	ABC	26.3/39
5.	*Alice*	CBS	26.1/36
6.	*Jeffersons*	CBS	26.1/36
7.	*One Day at a Time*	CBS	25.7/36
8.	*Happy Days*	ABC	25.4/37
9.	*Too Close for Comfort*	ABC	25.1/37
10.	*Love Boat*	ABC	25.0/39
11.	*Archie Bunker's Place*	CBS	24.7/36
	Laverne & Shirley	ABC	24.7/36
13.	*M*A*S*H*	CBS	23.8/33
	Little House on the Prairie	NBC	23.8/33
15.	*The Enforcer* (movie)	ABC	23.4/34
16.	*Skyward* (movie)	NBC	22.0/34
17.	*Trapper John M.D.* (premiere)	CBS	21.8/33
18.	*Hart to Hart*	ABC	21.7/34
19.	*Kenny Rogers Special*	CBS	21.5/33
20.	*NFL Monday Night Football*(Raiders v Seahawks)	ABC	21.3/35

The Final Five

Rank	Program	Network	Rating Share
56.	*Those Amazing Animals*	ABC	14.2/21
	Tribute to the Juke Box Award Winners (special)	NBC	14.2/21
58.	*Daredevils* (special)	NBC	13.0/20
59.	"Convoy" (movie, competed with *Dallas*)	ABC	11.9/18
60.	*NBC Magazine* (competed with *Dallas*)	NBC	4.6/7

Syndicated shows ranked by Petry

Petry Television Inc.'s analysis of the October 1980 Nielsen syndication study shows that *M*A*S*H, All in the Family, Happy Days* and *Barney Miller* ranked highest among off-network series.

Petry focuses on 32 programs measured by Nielsen in 23 major markets and singles out *M*A*S*H* as the smash series with an 11.3 rating/26 share. It points out that the only off-network shows to give *M*A*S*H* some strong competition are *All in the Family* and *Happy Days.*

In the half-hour strip area, Petry tabs *To Tell the Truth* and *You Bet Your Life* as probable losers and *Face the Music* as a program having problems, both in clearances and audience delivery. *Family Feud,* in a new strip version, is picked as a winner with 12.2 rating, leading such popular and long-running strip programs as *Joker's Wild* and *Tic Tac Dough.*

According to Petry, *Donahue* is outstanding in the talk-variety field, with a 6.2

Administration Bldg. AI-10 Seattle 98195. Estimated construction cost: $1.6 million; first-year operating cost: $117,160. Legal counsel: Dow, Lohnes & Albertson, Washington; consulting engineer: John F. X. Browne & Associates, Bloomfield Hills, Mich. Principals: Richard C. Oldham is director of telecommunications planning. Ann. Nov. 20.

AM action

- Cave Junction, Ore.—Illinois Valley Radio granted CP for new AM station on 1400 khz, 1 kw-D 250 w-N (BP-791127AB). Action Nov. 12.

FM actions

- Brush, Colo.—Ranchland Broadcasting Co. granted 107.1 mhz, 3 kw, HAAT: 91 ft. Address: 1516 Mill St., Brush 80723. Estimated construction cost $15,500; first quarter operating cost $4,842; revenue: $60,000. Format: Pop. Principals: Claud and Margaret Pettit (100% jointly). They own KCMP(AM) Brush. Claud Pettit is general manager and Margaret Pettit is program director. Action Oct. 31.
- Palmyra, Mo.—Palmyra Broadcasting Co. granted 98.3 mhz, 3 kw, HAAT: 300 ft. Address: 314 N. Broadway St. Louis, 63102. Estimated construction cost: $78,000; first year operating cost: $60,000; revenue: $20,000. Format: Variety. Principals: St. Louis Suburban Newspapers (65%), James E. Janes (29%) and two others. St. Louis Suburban, publisher of weekly newspapers in St. Louis area, is owned by Bick brothers, Frank, John and James (one-third each). John owns kitchen equipment installation firm and James owns computer equipment installation firm. James is associated with St. Louis-based Sports Network as sales and programing specialist. Network is owned by St. Louis Suburban. They have no other broadcast interests. Action Nov. 7.

TV actions

- Nampa, Idaho—Peyton Broadcasting Inc. granted CP for new TV on ch. 12; ERP: 166 kw vis., 18.2 kw aur.; HAAT: 2,720 ft.; TL: Deer Point Peak, 10.75 miles N. N.E. of Boise, SL: Nampa; Condition: aur. and vis. TPO shall be measured at output of diplexer. Action Nov. 6.
- Tomah, Wis.—Tomah Television Co. granted ch. 43; ERP: 94.5 kw vis., 98.64 kw aur., HAAT: 660 ft.; ant. height above ground: 400 ft. Address: 1008 1/2 Superior Avenue, Tomah. Estimated construction cost: $101,950; first-year operating cost: $27,747. Consulting engineer Lyle Evans. Principals: Tomah-Mauston Broadcasting Co., licensee of WTMB(AM)/FM) Tomah. Hugh W. Dickies is president. Action Nov. 4.

Ownership Changes

Application

- KLMN-TV Fort Smith, Ark. (TV: ch. 24; 2510 kw vis., 251 kw aur)—Seeks transfer of control of MCM Broadcasting Co. from stockholders (100% before; none after) to Ozark Television Co. (none before; 100% after). Consideration: $950,000 plus assumption of notes. Seller: B.A. Conrad, John Cooper Jr., Gene George, Clark C. McClinton, David McClinton, William G. Underwood, Jim C. Walton, S. Robson Walton (12% each) and Melvin Caldwell and George Perrin (2% each). Caldwell is vice president and 7% owner of WXVT(TV) Greenville, Miss., and 8.33% interest in applicant for ch. 14 at Tyler, Tex. (see "New Stations," above).

Actions

- WGTX(AM)-WQUH(FM) DeFuniak Springs, Fla. (AM: 1280 khz, 5 kw-D; FM: 103.1 mhz, 3 kw)—Granted assignment of license from Euchee Valley Broadcasting Co. to DeFuniak Communications Inc. for $300,000. Seller: Stampler Collins who has no other broadcast interests. Buyer: Robert Schumann (90%) and Arthur Dees and wife, Martha (10%) jointly. Schumann is investment counselor based in Binghamton, N.Y., Dees is general manager of WSKG(FM) Binghamton, N.Y. Martha is housewife. They have no other broadcast interests. Action Oct. 30.
- WTVW(TV) Evansville, Ind. (TV: ch. 7; 316 kw vis., 63.1 kw aur.)—Granted assignment of license from Fuqua Industries to Charles Woods for $21.5 million. Fuqua has also sold WTVC(TV) Chattanooga, Tenn., (BROADCASTING, June 30) and WTVM(TV) Columbus, Ga. (BROADCASTING, July 21). Chairman of Fuqua, J.B. Fuqua has sold WJBF(TV) Augusta, Ga. (BROADCASTING, July 28). Woods owns WTVY-AM-FM Dothan, Ala. Action Nov. 17.
- WLEA(AM)-WCKR(FM)[CP] Hornell, N.Y. (AM: 1480 khz, 2.5 kw-D, FM: 92.1 mhz, 8.3 kw)—Granted transfer of control from Kevin Doran to Channick Broadcasting Corp. for $156,000. Doran has no other broadcast interests. Buyer: Herbert Channick, Chicago attorney and real estate investor who has no other broadcast interests. Action Oct. 31.
- KNOR(AM) Norman, Okla. (AM: 1400 khz, 1 kw-D, 250 w-N)—Granted transfer of control of station from transferees (100% before; none after) to KNOR Radio Inc. (none before; 100% after). Consideration: $575,000. Principals: Hugh B. Garnett Jr. (31.5%); sister, Jean G. Moore (20.5%); George Wilburn (18%); Charles E. Moore (11%); Glee Garnett and husband, Hugh B. Garnett (4.5% each), and Terrell C. King (10%). Glee and Hugh are parents of Hugh Jr. and Jean Moore. Jean and Charles Moore are married. They also own KWHW-FM Altus, and KWON(AM) Bartleville, both Oklahoma. Transferors: Robert L. Stephenson (70%), Monte Moore (10%) and four others. Stephenson is 50% owner of Oklahoma City Oil Exploration Company. Moore is president, director and 50% owner of KTIP(AM)-KIOO(FM) Porterville, Calif. Stephenson has no other broadcast interests. Action Nov. 19.
- KGRI-AM-FM Henderson-KSPL-AM-FM Diboll, both Texas (KGRI[AM]: 1000 khz, 250 w-D; FM: 100.1 mhz, 3 kw; KSPL[AM]: 1260 khz, 1kw-D, FM: 95.5 mhz, 6 kw)—Granted transfer of control of KGRI Inc. and KSPL Inc. from William L. Walling (51%

Summary of broadcasting

FCC tabulations as of Oct. 31, 1980

		Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM		4.567	3	2	4.572	118	4.690
Commercial FM		3.262	2	1	3.265	141	3.406
Educational FM		1.082	—	2	1.084	74	1.158
Total Radio		8.911	5	5	8.921	333	9.254
Commercial TV							
VHF		517	1	0	518	9	527
UHF	231						
Educational TV		—	—	231	90	321	
VHF							
UHF		100	1	4	105	7	112
Total TV		155	2	5	162	15	177
FM Translators		1.003	4	9	1.016	121	1.137
TV Translators		339	—	—	339	184	523
UHF							
VHF		2.567	—	—	2.567	259	2.826

*Special temporary authorization

**Includes off-air licenses

24-HR.
PROFESSIONAL
SERVICE FOR
COLLINS &
CONTINENTAL
AM & FM
TRANSMITTERS

Continental Electronics offers parts and engineering service for all Collins AM & FM transmitters.

Whenever you want parts or service for your Collins or Continental equipment, phone our service numbers day or night,

(214) 327-4532 parts
(214) 327-4533 service

Continental Electronics Mfg. Co.
Box 270879; Dallas, Texas 75227
Phone (214) 381-7161
1 kW thru 50 kW AM & FM transmitters and related equipment.

Continental Electronics Co.

"A New Strength in Radio Broadcasting Equipment"

HELICOPTERS
FOR
ENG

☆ Full Time
☆ Available Nationwide
☆ Experienced in ENG
☆ With or Without Pilot
☆ Competitive Rates
☆ Superior Service

VISIT OUR BOOTH AT THE
R.T.N.D.A. CONVENTION

OMNIFLIGHT
HELICOPTERS INC.
Rt. 7, Hwy. 51 South; Janesville, WI 53545
WI 608/756-3631 800/356-0741

ABC-Warner Amex to go joint venturing

Western Cable

RTNDA: getting more serious about journalism

Broadcasting ® Dec 8

The News Magazine of the Fifth Estate ☐ Established 1931

Our 50th Year ☐ 1980

12/12/80 C 1750-1 U-

HAPPY HOLIDAYS

TAXI

FROM THE GANG AT THE GARAGE...
AND THE TEAM BEHIND

ENTERTAINMENT TODAY
ENTERTAINMENT TODAY
ENTERTAINMENT TODAY
ENTERTAINMENT TODAY
ENTERTAINMENT TODAY
ENTERTAINMENT TODAY

And the whole Paramount family!

Paramount Television
A Gulf + Western Company

PARAMOUNT TELEVISION DOMESTIC SYNDICATION

014KENNEP2098 ZWZ APR/81
P KENNEDY
IS
4520 EAST WEST HWY ##SAMPLE
SUITE 800
WASHINGTON DC 20014

The First 50 Years Of Broadcasting

1939

☐

PAGE 87

Broadcasting Dec 8

The Week in Brief

TOP OF THE WEEK

ABC IN CABLE ☐ Plans announced for new programing network in association with Warner Amex. **PAGE 27.**

WAIT UNTIL 1985 ☐ U.S., Mexican and Canadian broadcast associations agree that more time is needed to study 9 khz. **PAGE 29.**

SOBER SUBJECTS AT RTNDA ☐ In address to Florida convention, CBS's Rather expresses his hope for hour news, laments lack of TV people with print backgrounds. **PAGE 30.** NBC's Frank says that despite new technological tools TV journalists have not made most of medium. **PAGE 30.** RTNDA should have full-time president, contends Beckmann, outgoing head of association. **PAGE 31.** Networks' Small, Benjamin and Gralnick offer post mortems on just-concluded campaign and elections. **PAGE 32.** RTNDA asks outsiders for criticism of ways broadcast journalists operate, and gets it. **PAGE 32.** CNN's Schorr examines public distrust of press. **PAGE 33.**

FALTERS AT FINISH LINE ☐ Amended version of Swift crossownership bill doesn't make it to Senate floor. **PAGE 33.**

MORE BIRDS UPSTAIRS ☐ FCC authorizes 20 new domestic satellites that could more than double number of present transponders. **PAGE 34.**

SPECIAL REPORT

CABLE HEADS FOR CALIFORNIA ☐ More than 5,000 are expected for this week's Western Cable Show in Anaheim. It will be held coincident with CTAM and NCTA meetings and is being preceded by telecommunications conference at USC in Los Angeles. **PAGE 39.** Agenda for week starts on **PAGE 40.** Listing of exhibitors in Anaheim commences on **PAGE 44.**

MEDIA

CABLE WHERE THE 5:15 GOES ☐ Between big cities and rural regions, there are lands of cable opportunity. Chicago's suburbs are one example. **PAGE 56.**

MINORITY OWNERSHIP ☐ NBMC's study offers logistics it says are needed to achieve parity in broadcast ranks. **PAGE 62.**

LAW & REGULATION

NOT SET IN STONE ☐ Court overrules FCC in comparative hearing case, saying commission's desire to promote diversification of ownership cannot automatically rule for outsider and against local broadcaster. **PAGE 66.**

PROGRAMING

BUCK PASSING NO SIN ☐ L.A. district attorney will not prosecute case in which ABC funds for *Charlie's Angels* were diverted to *Starsky and Hutch.* He says network and Spelling-Goldberg erred only in "shoddy business practices." **PAGE 69.**

GOING HOLLYWOOD ☐ Time-Life TV will head for West Coast and shift emphasis from distribution to production. **PAGE 72.**

TECHNOLOGY

LOW-POWER ATTRACTS TWO ☐ Graphic Scanning Corp., radio paging and MDS operator, files in "at least" top-100 markets. Tulsa-based Satellite Syndicated Services asks for eight translators, plans 25 other bids. **PAGE 76.**

JOURNALISM

C'MON IN ☐ New York Court of Appeals approves rule to allow television and radio coverage of its proceedings for one-year experiment. **PAGE 79.**

1939

THE 'BROADCASTING' YEARS ☐ The NAB created a code of self-regulation, partly because of the war, partly to ease FCC pressures. Broadcast Music Inc. became radio's answer to ASCAP's music demands. The chain monopoly probe and the Havana treaty on allocations were among the other headlines of 1939. **PAGE 87.**

PROFILE

HAVE EXPERTISE, WILL TRAVEL ☐ Harold Horn is in the forefront of cable franchising. As president of Cable Television Information Center, he serves as consultant—and sometimes conscience—for cities striving to establish CATV systems. **PAGE 113.**

Index to departments

Business Briefly 10
Changing Hands 82
Closed Circuit 7
Datebook 20
Editorials 114
Fates & Fortunes 107
For the Record 91
Intermedia 63
Monday Memo 18
Monitor 71
News Beat 79
Open Mike 23
Playback 71
Stock Index 111
Washington Watch 68

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ Accuracy in Media 64 ☐ Arbitron 25 ☐ Associated Press 21 ☐ Avery-Knodel 42 ☐ BC&A, Inc. 93 ☐ Blackburn & Co. 82 ☐ Block, Butterfield & Riley 95 ☐ CBS Cable 41 ☐ Colbert Television 20, 24, 43, 44, 46, 50, 51, 52, 54, 62, 63, 67, 69, 70, 71 ☐ Columbia Pictures 14-17 ☐ Compact Video 13 ☐ Continental Electronics 92 ☐ R.C. Crisler 10 ☐ Daniels & Assocs. 76 ☐ ESPN 45 ☐ Employers Reinsurance Corp. 73 ☐ Firstmark 66 ☐ Frazier, Gross & Clay 22 ☐ Galavision 57 ☐ Harris 55 ☐ Home Theater Network 78 ☐ KOCE 12 ☐ Lorimar 48-49 ☐ MGM inside front cover/page 3 ☐ McMartin 75 ☐ Metromedia Producers Corp. 6 ☐ Archer Daniels Midland 23 ☐ NBC Owned TV Stations 11 ☐ Oak Communications 4 ☐ Otari 72 ☐ Panasonic 61 ☐ Paramount front cover ☐ Post-Newsweek Productions 56, 60, 68, 79, 80-81 ☐ RCA 19 ☐ RKO Radio inside back cover ☐ Cecil L. Richards 83 ☐ Standard Rate & Data 77 ☐ Joe Sullivan & Assocs. 107 ☐ Summit 74 ☐ Tandem 58-59 ☐ William B. Tanner 109 ☐ USA Network 47 ☐ Viacom 36-37 ☐ WKZO-TV 26 ☐ WLIV 86 ☐ Ward Beck back cover ☐ Warner Amex 8-9, 38 ☐ Warner Brothers Television 35 ☐ Worldvision 53 ☐ Xerox 65 ☐

Wynn Nathan, vice president, special market sales; Norman Zeller, vice president, domestic sales; David Meister, vice president, programing; Haidee Granger, vice president and general manager, public television. Of the regional sales managers, only Dennis Emerson (Southwestern) is staying. Harvey Chertok, vice president, advertising, promotion and publicity, is understood to be either moving to the West Coast or switching divisions in New York.

Among those leaving the organization will be Tom Girocco, senior vice president, television distribution. His departure, according to a high-level Time-Life executive, was coming before last week's shakeup; Girocco was said to have informed his management that he would be leaving to work in radio in the Midwest.

Others said to be departing from Time Life ranks, either immediately or when contracts expire, include Stephen Elsky, manager, television operations for syndication and public television, and Sarah Frank, director, public television sales.

With Emerson said to be the only regional sales survivor, managers understood to be out are Jack Garrison (Midwestern), Thomas Todd, (Southern), Chips Barrabee (Eastern) and Jack Donahue (Western).

For Time-Life television staff already on the West Coast, no changes were expected.

It's official: Daly is chairman of Warner Bros.

Former head of CBS Entertainment will succeed retiring Ashley; Grant takes over at CBS

Warner Communications Inc. last week made official what already has been accepted as a fait accompli—that Robert A. Daly had resigned the presidency of CBS Entertainment to run Warner Bros. (BROADCASTING, Nov. 24).

WCI named Daly board chairman of Warner Bros. effective Jan. 1, succeeding Ted Ashley, who is retiring. Daly also will serve as co-chief executive officer with Frank Wells, Warner Bros. president.

At CBS Entertainment, B. Donald Grant, former vice president, programs, has stepped up to the presidency.

With the announcement, Daly said that "I have for some time found myself increasingly eager to become deeply involved in the management of a major motion picture company. When Ted Ashley confided in me his desire to leave his position as chairman, it presented me with the opportunity I desired."

In addition to the Daly appointment, WCI also named Terry Semel, executive vice president at Warner Bros., to the post of vice chairman, succeeding John Galley, who resigned. Semel continues as chief operating officer as well. Robert Shapiro, executive vice president in charge of worldwide distribution, was named president of Warner Bros.' theatrical production division.

Both outgoing executives, Ashley and Calley, will continue to work with Warner Bros. as consultants.

Ratings Roundup

Score another prime-time victory for CBS-TV and make it four in a row.

For the week ended Nov. 30, CBS continued its winning ways, with an average 19.7 rating/32 share to ABC-TV's 18.8/30 and NBC-TV's 16.4/26.

Even with the "who shot J.R." mystery over, CBS's *Dallas* continued as the week's biggest draw, scoring a Texas-sized 34.0/56. CBS won seven of the top-10 positions and 11 of the top 20.

Of the week's premieres, ABC's *Bosom Buddies* earned a solid 17.4/32 and the returning *Charlie's Angels* (in a three-hour special) also fared well with a 22.2/33. Considerably less auspicious was the debut of *Breaking Away* which gave the same network only a 14.8/24.

NBC may not have had much to rave about ratingwise during the week but one bright spot came with the premiere of *Barbara Mandrell* in its regular Saturday time slot. Against *Breaking Away* and CBS's *WKRP in Cincinnati* and *Tim Conway Show*, Mandrell scored a 19.0/31—said to be the second-highest premiere rating for a new show this season, next to ABC's *Too Close for Comfort* with a 19.1/28.

The First 20

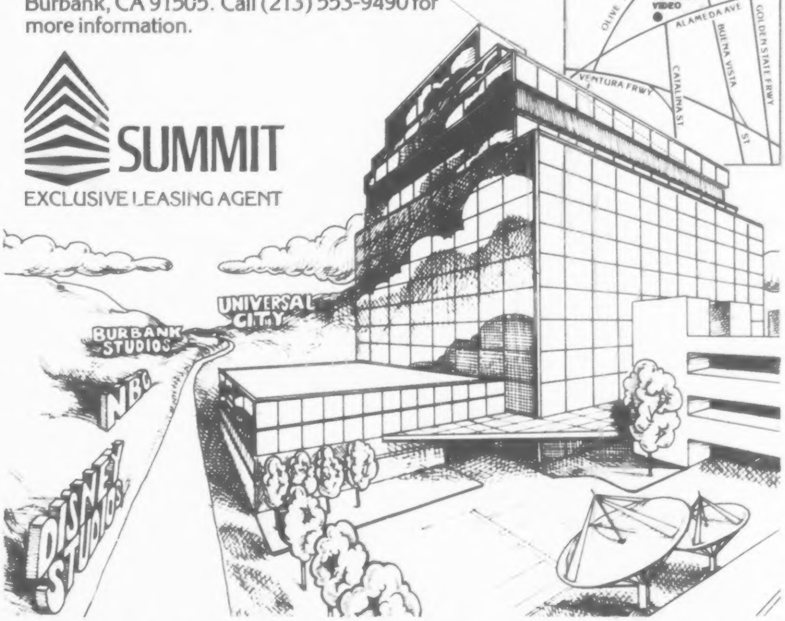
Rank	Program	Network	Rating/ Share
1	*Dallas*	CBS	34.0/56
2	*60 Minutes*	CBS	28.5/43
3	*Dukes of Hazzard*	CBS	25.4/42
4	*Love Boat*	ABC	24.9/42
5	*M*A*S*H*	CBS	24.6/35
6	*Trapper John M.D.*	CBS	23.6/38
7	*Jeffersons*	CBS	22.9/33
8	*Charlie's Angeles* (premiere)	ABC	22.2/33
9	*That's Incredible*	ABC	22.2/33
10	*Alice*	CBS	22.1/31
11	*Three's Company*	ABC	22.0/33
12	*House Calls*	CBS	21.8/31
13	*Children of Divorce* (movie)	NBC	21.5/32
14	*Archie Bunker's Place*	CBS	21.4/32
15	*One Day at a Time*	CBS	21.2/30
16	*Fantasy Island*	ABC	20.7/37
	Hart to Hart	ABC	20.7/33
18	*Little House on the Prairie*	NBC	20.6/29
19	*Real People*	NBC	20.2/33
20	*Little Lord Fauntleroy* (special)	CBS	20.2/31

The Final Five

60	*Good Ol' Days* (movie)	NBC	13.2/22
61	*Secret War of Jackie's Girls* (movie)	NBC	13.1/23
62	*Linda in Wonderland* (special)	CBS	12.2/22
63	*NBC Reports: American Fashion*	NBC	10.8/18
64	*NBC Magazine*	NBC	7.8/13

MOVE YOUR BUSINESS
TO A MORE ENTERTAINING PLACE.

A modern, new office building/video production facility located in the heart of the Burbank-Toluca Lake entertainment complex at 2813 West Alameda Avenue, Burbank, CA 91505. Call (213) 553-9490 for more information.



SUMMIT
EXCLUSIVE LEASING AGENT

THE COMPACT VIDEO ENTERTAINMENT CENTER

For the Record®

As compiled by BROADCASTING, Nov. 24 through Nov. 28 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM applications

■ Pueblo West, Colo.—Public Broadcasting Co. of Pueblo West Inc. seeks 650 khz, 5 kw-D, 1 kw-N. Address: P.O. Box 502 Pueblo 81002. Estimated construction cost: $204,718; first-quarter operating cost: $39,000. Format: MOR. Principals: William J. Engler, president, and nine others. Applicant is nonprofit corporation established to set up radio facility for training women and minority broadcasters. Ann. Nov. 21.

■ Chicago-Maywood, Ill.—Midway Broadcasting Corp. seeks 1200 khz, 5 kw-D, 2.5 kw-N. Address: 3350 S. Kedzie Ave., Chicago 60623. Estimated construction cost: $165,625; first-quarter operating cost: $187,200; revenue: $700,000. Format: Blues/contemporary. Principals: Wesley W. South and Pervis Spann (40.61% each) and eight others. Midway is minority controlled shared-time licensee (96.5 hours per week) of WXOL(AM) Cicero, Ill. (other group operating on WXOL is Migala Enterprises Inc. which serves Eastern European ethnic communities in Chicago area). Ann. Nov. 21.

■ South Glen Falls, N.Y.—Premier Broadcasting Corp. seeks 1230 khz, 1 kw-D, 250 w-N. Address: 15 Charles St., Glen Falls 12801. Estimated construction cost: $63,000; first-quarter operating cost: $29,000. Format: MOR. Principal: Carlton R. Reis, Robert G. Jennings and Lewis Roth (one-third each). Reis is South Glen Falls broadcast engineer. Jennings is Hudson Falls, N.Y., radio program producer. Roth is Glen Falls attorney. They have no other broadcast interests. Ann. Nov. 21.

FM applications

■ San Mateo, Calif.—Afro-American Communications seeks 107.7 mhz, 6.17 kw, HAAT: 1162 ft. Address: 1155C Chess Drive, Ste. A, Foster City, Calif. 94404. Estimated construction cost: $225,000; first-quarter operating cost: $75,000; revenue: $600,000. Format: Black. Principal: Stanley P. Herbert, Del Green and Frederick E. Jordan (one-third each). Herbert is general counsel of Port of Oakland (Calif.). Green is Foster City management consultant. Jordan is San Francisco civil engineer. They have no other broadcast interests. Ann. Nov. 21.

■ Ft. Myers, Fla.—Univ. of South Florida seeks 90.1 mhz, 100 kw, HAAT: 869 ft. Address: 4202 Fowler Ave., SVC 116, Tampa, Fla. 33620. Estimated construction cost: $202,500; first-year operating cost: $33,800. Format: Cultural/educational. Principal: State educational institution. It is licensee of WUSF-FM-TV. Ann. Nov. 21.

■ Haynesville, La.—Ladybug Broadcasting Co. seeks 105.5 mhz, 3 kw, HAAT: 275 ft. Address: Rt. 1, Box 224-D, Haynesville 71038. Estimated construction cost: $4,000; first-quarter operating cost: $900; revenue: $36,000. Format: Beautiful. Principals: Joseph P. Robillard (100%), who has 49% interest in permittee for new FM at Stamps, Ark. Ann. Nov. 21.

■ Biloxi, Miss.—Mississippi Authority for Educational Television seeks 90.3 mhz, 100 kw, HAAT: 1414 ft. Address: P.O. 1101, 3825 Ridgewood Rd., Jackson, Miss. 39205. Estimated construction cost: $227,000; first-year operating cost: $50,775. Format: Cultural/educational. Principal: Official state educational television-radio agency. F.L. Morris is executive director. It is licensee of *WMAA-TV Jackson; *WMAB-TV Mississippi State; *WMAE-TV Booneville; *WMAH-TV Biloxi; *WMAO-TV Greenwood; *WMAU-TV Bude; *WMAV-TV Oxford, and *WMAW-TV Meridian, all Mississippi. It is applicant for new *FM's at Greenwood, Jackson, Booneville, Bude, Meridian and Mississippi State (see below). Ann. Nov. 21.

■ Booneville, Miss.—Mississippi Authority for Educational Television seeks 89.5 mhz, 85 kw, HAAT: 657 ft. Address: P.O. 1101, 3825 Ridgewood Rd., Jackson, Miss. 39205. Estimated construction cost: $169,800; first-year operating cost: $50,767. Format: Cultural/educational. Principal: (see Biloxi, Miss., above.)

■ Bude, Miss.—Mississippi Authority for Educational Television seeks 88.9 mhz, 100 kw, HAAT: 958 ft. Address: P.O. 1101, 3825 Ridgewood Rd., Jackson, Miss. 39205. Estimated construction cost: $200,000; first-year operating cost: $50,770. Format: Cultural/educational. Principal: (see Biloxi, Miss., above.)

■ Greenwood, Miss.—Mississippi Authority for Educational Television seeks 90.9 mhz, 100 kw, HAAT: 882 ft. Address: P.O. 1101, 3825 Ridgewood Rd., Jackson, Miss. 39205. Estimated construction cost: $200,000; first-year operating cost: $50,768. Format: Cultural/educational. Principal: (see Biloxi, Miss., above.)

■ Commerce, Tex.—Commerce Broadcasting Inc. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 9304 Raeford Dr., Dallas 75243. Estimated construction cost: $85,000; first-quarter operating cost: $17,000; revenue: $35,000. Format: Adult contemporary. Principals: Charles A. Cervantes and wife, Karen, and Chester A. Maxwell (24% each), Carolyn K. Maxwell (23%) and Kendall A. Minter (5%). Charles Cervantes is associated with Dallas insurance company. Karen is associated with Dallas firm that manufactures electronic components. Chester Maxwell is vice president and general manager of KBOX(AM)-KMEZ(FM) Dallas. Carolyn is housewife. Minter is New York attorney. They have no other broadcast interests. Ann. Nov. 21.

■ Mission, Tex.—Citrus Communications Corp. seeks 105.5 mhz, 3 kw, HAAT: 300 ft. Address: 1521 Xanthisma, McAllen, Tex. 78501. Estimated construction cost: $97,000; first-quarter operating cost: $25,000. Format: MOR. Principals: Ronald Whitlock, wife, Anna, and Morgan Talbot and wife, Jane (25% each). Whitlock is executive vice president, general manager and 25% owner of KITE-FM Portland, Tex. Anna is housewife. Talbot is McAllen attorney. Jane is housewife. Ann. Nov. 21.

TV application

■ Anchorage, Alaska—Totem Broadcasting Corp. seeks ch. 4; ERP: 42.5 kw vis., 8.5 kw aur., HAAT: −17 ft.; ant. height above ground: 411 ft. Address: 510 L St., Suite 700, Anchorage 99501. Estimated construction cost: $1.5 million; first-quarter operating cost: $254,000; revenue: $500,000. Legal counsel: Kirkland & Ellis, Washington; consulting engineer: Raymond E. Rohrer, Silver Spring, Md. Principals: Oscar Kawagley (chairman and president) and 15 others. Kawagley is president of Calista Corp., Anchorage firm with interests in oil exploration, commercial fishing and geophysical consulting services. Action Nov. 21.

AM action

■ Arlington, Tenn.—Dr. George Flinn Jr. granted CP for new daytime AM on 1220 khz, power 1 kw (BP-780727AJ). Action Nov. 17.

FM licenses

■ *WISU(FM) Terre Haute, Ind.

■ KHUT(FM) Hutchinson, Kan.

■ KWKS(FM) Winfield, Kan.

Ownership Changes

Applications

■ WKYD-AM-FM Andalusia, Ala. (AM: 920 khz, 5 kw-D, 500 w-N; FM: 98.1 mhz, 100 kw)—Seeks transfer of control of Triple H Broadcasting Inc. from William Hoisington (33-1/3% before; none after) to Knowlton L. Hollis and Charles G. Tomberlin (66-2/3% before; 100% after). Consideration: $35,000. Hoisington has no other broadcast interests. Buyers: Hollis is Georgiana, Ala., physician. Tomberlin is Andalusia physician. They each own one-third of WKYD-AM-FM. Filed Nov. 20.

■ WACX(AM) Austell, Ga. (AM: 1600 khz, 1 kw-D)—Seeks assignment of license from South Cobb

Summary of broadcasting

FCC tabulations as of Oct. 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4 567	3	2	4 572	118	4 690
Commercial FM	3 262	2	1	3 265	141	3 406
Educational FM	1 082	—	2	1 084	74	1 158
Total Radio	8 911	5	5	8 921	333	9 254
Commercial TV						
VHF	517	1	0	518	9	527
UHF	231					
Educational TV	—	—	231	90	321	
VHF						
UHF	100	1	4	105	7	112
Total TV	155	2	5	162	15	177
FM Translators	1 003	4	9	1 016	121	1 137
TV Translators	339			339	184	523
UHF						
VHF	2 567			2 567	259	2 826

*Special temporary authorization

**Includes off-air licenses

NOTE

ONLY THE FOLLOWING PAGES OF THIS PUBLICATION

HAVE BEEN FILMED

Cover 1, p. 5,

67, 76, 94, 88,

90-92.

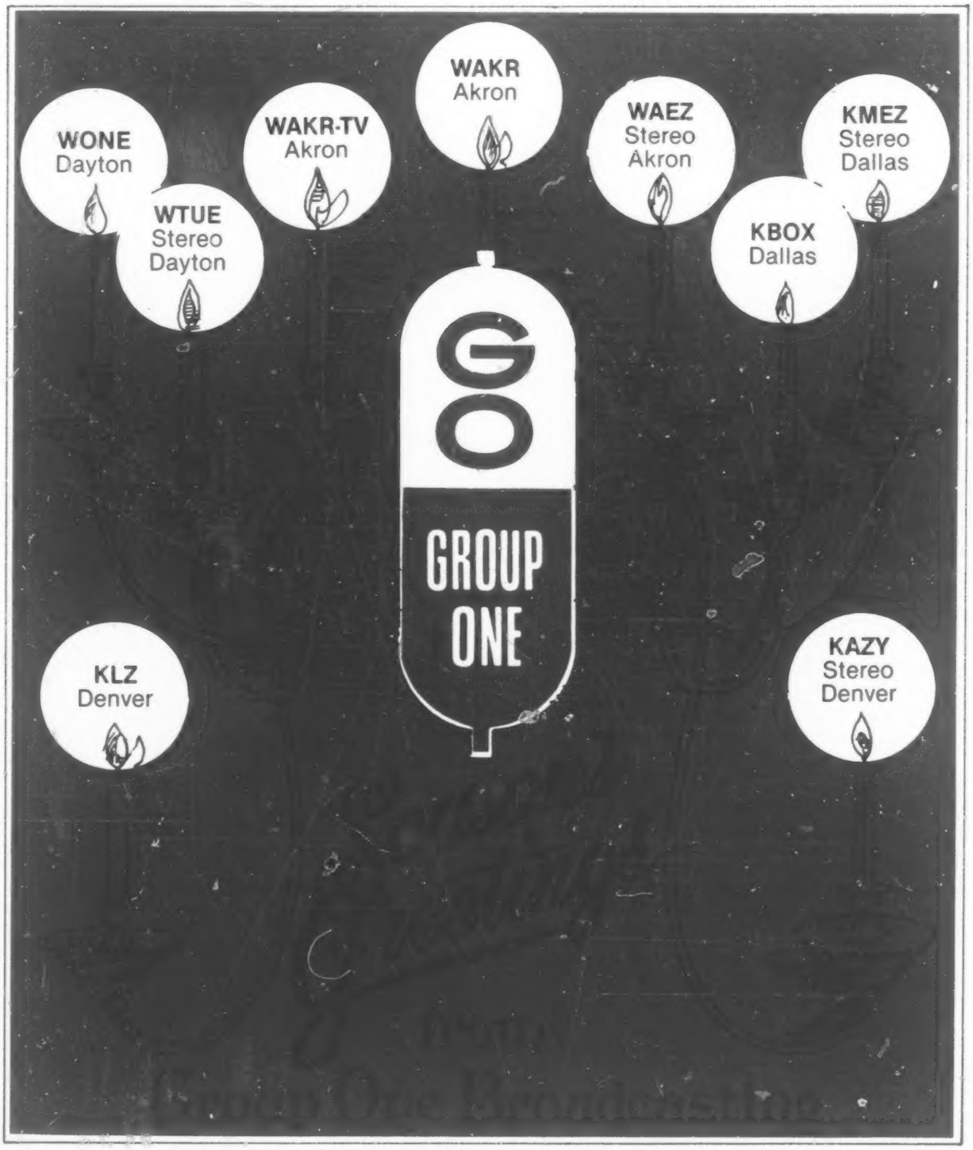
Western Cable and CTAM:
Turning up the volume in cable programing

Broadcasting Dec 15

The News Magazine of the Fifth Estate ☐ Established 1931

Our 50th Year ☐ 1980

12/1/80 C1750-1 U



WONE Dayton
WTUE Stereo Dayton
WAKR-TV Akron
WAKR Akron
WAEZ Stereo Akron
KMEZ Stereo Dallas
KBOX Dallas
GO
GROUP ONE
KLZ Denver
KAZY Stereo Denver

20014KENNEP2098 ZWZ APR/81
J P KENNEDY
CIS **SAMPLE
4520 EAST WEST HWY
SUITE 800
WASHINGTON DC 20014

The First 50 Years Of Broadcasting
1940
☐
PAGE 83

Broadcasting Dec 15

The Week in Brief

TOP OF THE WEEK

IT HAPPENED IN ANAHEIM ☐ Innovative programs, more entrepreneurs and touches of controversy provide meld for Western Cable Show that is sell-out. **PAGE 27.**

ARTHUR TAYLOR RESURFACES ☐ Former CBS president unveils pay-cable venture in quality programing at California show. **PAGE 28.**

TARTS AND DARTS ☐ Ted Turner's breakfast talk at Western Cable Show combines goodies about his services and raps for networks. **PAGE 29.**

REFINEMENTS ☐ Anaheim exhibits offer no technical surprises, but come up with interesting technical twists. **PAGE 29.**

CABLE COPYRIGHT ☐ Valenti argues that terms should be renegotiated to give motion-picture producers better share. NCTA's Wheeler rebuts that Hollywood producers are OPEC of television. **PAGE 30.**

MA BELL, GO HOME ☐ Cable operators voice concern that AT&T will go after market they regard as their own. **PAGE 31**

TAKE YOUR LEADER TO ME ☐ Organizers of Cable Television Bureau of Advertising put priority on finding president. **PAGE 31.**

FCC IN TRANSITION ☐ Republican leaders ask Ferris to hold off on major issues. **PAGE 33.** Chairman's decision on own status is key factor in guessing game about commission's future lineup. **PAGE 34.**

LAW & REGULATION

GOLDWATER PRIMES GUNS ☐ Next Senate Communications Subcommittee chairman favors licenses in perpetuity in radio and for 10 years in TV. He says Hill should hold up action on AT&T until it gets guidance from courts. **PAGE 35.**

JOURNALISM

AND THAT'S THE WAY IT IS ☐ CBS's Walter Cronkite, delivering third annual Frank E. Gannett lecture, diagnoses "the journalistic body." He acknowledges shortcomings but maintains American press is best yet and getting better. **PAGE 50.**

PROGRAMING

CABLE PROGRAMING ROUNDED UP ☐ CTAM seminar offers chance for buyers and suppliers to exhibit product and offer answers. **PAGE 60.** List of cable programing suppliers and their services starts on **PAGE 62.**

MEDIA

BROADBAND'S FUTURE ☐ At Annenberg-CTM conference, Ferris says networks should be allowed in cable game. Wiley sees Reagan finding replacements for Ferris, Brown, Lee and Washburn by '82. Wheeler cautions against telco entry into cable. **PAGE 71.**

BUSINESS

BUSINESS OUTLOOK ☐ Paine Webber seminar assesses impact and economics of new media. Consensus is that emerging technologies will result in evolution and not revolution. **PAGE 76.**

1940

THE 'BROADCASTING' YEARS ☐ World War II overseas, domestic politics and escapist programing were main components of radio's sound. Government and broadcasting established organizations, regulations and codes to cope with worsening international situation. FCC's chain monopoly report and radio's growing reliance on BMI were major events in broadcasters' year. **PAGE 83.**

FOR THE RECORD

TV's '79 BOXSCORE ☐ FCC releases further breakdowns of television's financial performance last year when revenues reached $7.8 billion and pretax profits were $1.7 billion. **PAGE 88.**

PROFILE

THE GREEN OF OTHER TURF ☐ Dennis Fraser practically created broadcast division of NEC America in 1976 and has been responsible for its remarkable sales surge. But the vice president and general manager of division anticipates even bigger returns through diversification into new areas. **PAGE 113.**

Bottom Line............ 78
Business Briefly.......... 8
Changing Hands......... 74
Closed Circuit............ 7
Datebook............... 16
Editorials.............. 114
Fates & Fortunes...... 107
For the Record.......... 88
In Sync.................. 79
Intermedia.............. 75
Monday Memo.......... 14
Monitor................. 67
News Beat.............. 52
Open Mike............... 22
Stock Index............. 111
Washington Watch....... 48

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ Accuracy In Media 56 ☐ Arbitron 36-37 ☐ Associated Communications Corp. 85 ☐ Associated Press 17 ☐ BMI 82 ☐ Blackburn & Co. 74 ☐ Bonneville International 4 ☐ Broadcast Personnel 107 ☐ CBS Cable 23 ☐ Colbert Television 40-45 ☐ Continental Electronics 80 ☐ Eastman Radio 39 ☐ Michael R. Ellison Back Cover ☐ Enterprise Radio 53 ☐ Sandy Frank 57 ☐ Gannett 24-25 ☐ Grass Valley 9 ☐ Group One Broadcasting Front Cover ☐ Group W Productions Inside Back Cover ☐ Harris 11 ☐ Ted Hepburn 75 ☐ Hollywood Distributors International 63 ☐ Home Theater 73 ☐ Information & Analysis 68 ☐ International Tapetronics 70 ☐ KFI 47 ☐ KNX 55 ☐ Katz 58-59 ☐ MCA-TV 6 ☐ MGM-TV Inside Front Cover/Page 3 ☐ MMT Sales 89 ☐ McCurdy 18 ☐ George Moore & Assocs. 68 ☐ Net Mobile Services 61 ☐ Paramount 26 ☐ Post-Newsweek Productions 8, 10, 22 ☐ Prime Time 12-13 ☐ Sheridan Broadcasting Network 49 ☐ Storer Broadcasting 20-21 ☐ William B. Tanner 109 ☐ TeleRep 77 ☐ WCIV-TV 65 ☐ Warburg, Paribas Becker 69 ☐ Warner Brothers 15, 51 ☐ Xerox 112 ☐

Ratings Roundup

By a mere tenth of a rating point, ABC-TV squeaked out a prime-time victory for the week ended Dec. 7—ending a four-week streak by CBS-TV. Overall nightly averages showed ABC with a 19.4 rating and 30.3 share to CBS's 19.3/30.2. While those two networks battled it out, NBC-TV sank to a low of 15.6/24.3.

CBS's *Dallas* continued to be a series phenomenon, earning a 37.3/62 as the top-rated program of the week, more than eight rating points ahead of the next-strongest audience draw: CBS's *60 Minutes* with a 29.2/45.

Not everything was rosy, however, for CBS. Its two premieres—*Freebie and the Bean* (11.7/20) and *The Secrets of Midland Heights* (11.8/21)—scored the lowest ratings for any new program debuts so far this season. The back-to-back premieres Friday night suffered at the hands of ABC.

Football paid off for ABC, with a Thursday Steelers-Oilers game (25.2/41)—the highest-rated pro-football game so far this year and the second-highest in ABC's 11 years of prime-time coverage. *Fighting Back*, a made-for-TV movie about Steelers star Rocky Bleier also drew a strong audience, giving ABC a 24.6/37 the following Sunday.

Beefcake from Hollywood also served ABC well as a *Barbara Walters Special* with Burt Reynolds, Paul Newman and Clint Eastwood gave Walters the highest ratings since her occasional series began in December 1976: a 27.5/44.

The First 20

1.	*Dallas*	CBS	37.3/62
2.	*60 Minutes*	CBS	29.2/45
3.	*Barbara Walters Special*	ABC	27.5/44
4.	*M*A*S*H*	CBS	26.5/38
5.	*ABC NFL Football* (special, Steelers v Oilers)	ABC	25.2/41
6.	*Fighting Back* (made-for-TV movie)	ABC	24.6/37
7.	*Little House on the Prairie*	NBC	24.5/35
8.	*House Calls*	CBS	24.3/36
9.	*Three's Company*	ABC	24.0/36
10.	*Real People*	NBC	23.5/36
11.	*Love Boat*	ABC	23.2/40
12.	*Too Close for Comfort*	ABC	22.5/34
13.	*Archie Bunker's Place*	CBS	22.5/33
14.	*One Day at a Time*	CBS	22.3/32
15.	*Quincy M.E.*	NBC	22.2/37
16.	*Dukes of Hazzard*	CBS	22.2/36
17.	*Jeffersons*	CBS	22.1/32
18.	*NFL Monday Night Football* (Broncos v Raiders)	ABC	21.2/33
19.	*Laverne & Shirley*	ABC	21.2/31
20.	*Fantasy Island*	ABC	21.1/38

The Final Five

61.	"Semi-Tough" (movie)	NBC	11.3/20
62.	*Jack Frost* (special)	NBC	10.7/17
63.	*Christmas from the Grand Ole Opry* (special)	ABC	10.0/17
64.	*NBC Magazine*	NBC	7.1/12
65.	*Gene Shalit Talks to the Stars* (special)	NBC	6.6/11

Monitor

New star. NBC Entertainment said it had signed Patti Davis, daughter of President-elect Ronald Reagan and his wife, Nancy, to exclusive contract to star in motion pictures for television and other special projects. Davis, who uses her mother's maiden name, has appeared in TV series episodes.

□

Angry boxing fan sues. National Subscription Television has been sued in Los Angeles Superior Court by disgruntled viewer upset by outcome of Sugar Ray Leonard-Roberto Duran fight on Nov. 25. Timothy L. Ehlers asked for refund of $15 he paid NST for its coverage of bout, which ended when Duran abruptly quit. Complaint says Ehlers and 100,000 other subscribers did not receive what was promised in championship match. Suit also asked that $8-million penalty be assessed against Duran for his behavior.

□

Music by cable. International Video Music Corp. has announced plans to launch its *Liar* and *Casey Stengel*—will air on Public Broadcasting Service (through WGBH-TV Boston) during 1981/82 season. David Susskind is executive producer. Move into public television, with underwriting less expensive than network sponsorship costs, is said to make up for cutback in "Hall of Fame" specials since Hallmark Cards diverted much of its TV budget into spot advertising. CBS-TV contract for one special per season continues. Network scored 20.6 rating/32 share with *Tale of Two Cities*. Next season's special on CBS is *Welcome to Success: The Marva Collins Story*.

□

Music by cable. International Video Music Corp. has announced plans to launch its "VideoMusic Channel" late next month over cable affiliates in Texas and/or Indiana. IVMC, which plans five hours of "beautiful rock" video music per day via three-quarter-inch cassette, is fourth firm to announce plans for such programing. Warner Amex Satellite Entertainment Corp., Henderson-Crowe Productions and Lewmark Productions have similar ventures under development. Concept involves playing music and disk jockey commentary accompanied by photo sequences involving performers.

□

NIWS in Spanish. Tape-distributed News/Information Weekly Service, daily video news service launched Nov. 3, says it plans Spanish-language version as early as March 1981. Plan is to move both versions by satellite as soon as possible, making them available to stations throughout world. NIWS executives say Spanish-language service will probably draw material from outlets throughout Latin America.

□

Another network. Jewish Television Network, calling itself first service providing regularly scheduled programing aimed at Jewish audience, began operations Dec. 7 over Theta Cable in Los Angeles. JTN is providing 22 hours weekly of programs Sunday through Friday afternoon. Fare includes children's programs, Yiddish and Hebrew newscasts and educational programing.

□

In the marketplace. Telepictures Corp., New York, has acquired worldwide distribution rights to 144 color half-hours of *Here's Lucy* from Lucille Ball Productions. This particular Lucille Ball series never has been syndicated in U.S. and was on CBS-TV in 1968-1974. ... Gold Key Media is offering new first-run series of 78 half-hour dramas, *Camp Wilderness*, for syndication on barter basis, starting next Jan. 1. Series depicts life at largest summer camp in world ... Time Buying Services, New York, has cleared 103 TV stations to carry half-hour animated special, *The Christmas Raccoons*, and has signed GAF Corp. as one national sponsor in barter program to be aired during holiday season.

□

Mr. Rose goes to Washington. Charlie Rose, who's been host of daytime talk show on KXAS-TV Fort Worth, where he has interviewed such figures as President-elect Ronald Reagan, Jesse Jackson and heart surgeon Dr. Michael DeBakey, is moving to similar job in Washington. He will become host of daily, half-hour syndicated show that is being produced by NBC-owned WRC-TV Washington, Post-Newsweek Productions and Rose. Called *The Charlie Rose Show*, program will be carried live before studio audience at 12-12:30 p.m., starting Jan. 5. It will be syndicated by Post-Newsweek Distribution later that month.

□

Across country. *Country Countdown '80*, produced by Bob Banner Associates, and distributed by Syndicast Services, has been signed up by 76 TV stations from coast to coast. Music special, which will be taped live in Las Vegas in December for January telecast, recounts top 25 country music songs of 1980. Advertisers, so far, include Faberge, AMC and Bristol-Myers.

Business

Taking a financial fix on the new media economics

Paine Webber seminar covers the waterfront; there's help on the way for TV networks, but spot and local may be in for some softness; evolution, not revolution, is consensus on impact of new technologies

Television business, especially network TV, may still have a few rough months ahead but then should begin to improve, a conference of Wall Street specialists was told last week.

The last three or four months of 1980 have been "terrible for the networks," said Robert J. Coen, senior vice president and director of media research at McCann-Erickson. But he thought the second and third quarters of 1981 should be stronger and that the fourth quarter could be exceptional.

Similarly, but to a lesser extent, he suggested that spot TV and local sales TV may experience some slackening in the early months of 1981.

For full-year 1981, Coen forecast a 9% rise in national broadcast—network and spot TV and radio—and a 12.3% increase in spending for all local media, as compared with estimated gains of 12% for national broadcast and 8.3% for total local in 1980. For all advertising, he envisioned a 10.8% rise in 1981 as compared with 10.6% this year.

He did not differentiate among media in his forecasts for 1981, but estimated that for 1980 network TV revenues would reach $5.105 billion, up 11% from 1979, with spot TV rising 14% to $3.260 billion and local TV up 10% to $2.965 billion.

Coen was one of the first speakers at the four-day eighth annual conference on the Outlook for the Media, sponsored in New York by the Wall Street firm of Paine Webber Mitchell Hutchins Inc.

A network participant, Martin Ewenstein, director of economic analysis, CBS Inc., did not pretend that network business lately has been the greatest, but he thought it had done pretty well in the circumstances.

On a seasonally adjusted basis, Ewenstein said, three-network revenues have been "flat to down since the middle of this year." But considering the problems, including loss of the summer Olympics and the delay in getting the new season started, he said, 1980 has been "a fairly decent year" for the networks and "a banner year" for spot TV.

Though the networks have been hit harder than spot, he said, he still expects 1980 network revenues to be up 12% from 1979. For 1981, if the general economy remains sluggish, he said he expects about a 12% increase for national TV, with spot perhaps doing better than network.

He resolutely maintained that the new electronic media—which were the focus

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Media General	9 mo 9/30	$245,495,000	+21.0	$20,787,000	+16.7	2.88	$202,837,000	$17,969,000	2.44
Meredith Corp.	3 mo 9/30	94,020,000	+14.1	6,220,000	+37.7	1.98	82,379,000	4,517,000	1.45
Metromedia	9 mo 9/28	305,319,000	+ 9.5	35,579,000	+38.3	7.95	278,802,000	25,729,000	5.60
Movielab	9 mo 9/27	28,883,504	+15.5	1,536,886	+ 9.9	35	25,010,745	1,398,018	86
Multimedia	9 mo 9/30	117,391,000	+23.2	15,108,000	+14.9	1.50	95,227,000	13,139,000	1.31
A.C. Nielsen Co.	year 8/31	493,116,000	+23.9	28,385,000	+10.5	2.57	398,106,000	26,131,000	2.38
Oak Industries	9 mo 9/30	272,112,000	+34.6	13,223,000	+72.9	2.47	202,181,000	7,649,000	2.00
Ogilvy & Mather	9 mo 9/30	188,087,000	+22.2	8,919,000	+15.7	2.14	153,973,000	7,708,000	1.89
Post Corp.	9 mo 9/30	55,988,000	+13.9	1,465,000	−42.9	80	49,144,000	2,566,000	1.41
Rollins	3 mo 9/30	105,978,509	+15.4	7,944,878	+22.9	58	91,801,690	6,463,797	48
Schering-Plough	9 mo 9/30	1,327,196,000	+24.7	203,620,000	+13.5	3.79	1,064,707,000	179,430,000	3.33
Scientific-Atlanta	3 mo 9/30	55,632,000	+40.9	3,645,000	+62.1	35	39,471,000	2,249,000	26
Scripps-Howard	9 mo 9/30	54,495,000	+ 8.6	11,301,000	+ 4.0	4.38	50,177,000	10,863,000	4.21
Storer Broadcasting	9 mo 9/30	137,549,000	+12.2	16,205,000	−15.1	1.34	122,605,000	19,077,000	1.85
Taft Broadcasting	6 mo 9/30	137,196,000	+ 9.0	19,370,000	+ 1.0	1.98	125,839,000	19,172,000	2.23
Technical Operations	year 9/30	30,020,000	+31.7	1,868,000		1.57	22,793,000	1,858,000	1.32
Telepictures	6 mo	5,600,300		452,200		19	4,907,000	1,073,500	53
Teleprompter	9 mo 9/30	143,024,000	+15.9	18,233,000	+113.0	1.07	123,382,000	8,[illegible],000	5[illegible]
Time Inc.	9 mo 9/30	2,063,601,000	+15.5	101,987,000	+ 1.2	3.63	3,631,787,105,000	100,795,000	3.6
Tocom Inc.	3 mo 9/30	2,195,257	−11.7	3,298,154	+ 8.5	− 19	1,964,709	3,039,450	
Transamerica	9 mo 9/30	3,254,567,000	+ 9.7	182,567,000		2.80	2,966,309,000	*182,553,000	2.78
20th Century-Fox	9 mo 9/27	643,985,000	+29.8	45,981,000	− 1.2	4.14	496,254,000	46,535,000	4.23
Viacom International	9 mo 9/27	112,578,000	+45.7	10,953,000	+27.8	2.35	77,259,000	8,567,000	2.24
Walt Disney Productions	year 9/30	914,505,000	+14.8	135,186,000	+18.8	4.16	796,773,000	113,788,000	3.51
Warner Communications	9 mo 9/30	1,404,618,000	+19.0	92,499,000	+22.7	3.24	1,179,888,000	75,352,000	2.74
Washington Post Co.	39 wk 9/28	474,212,000	+12.9	18,938,000	+28.1	1.35	420,027,000	14,777,000	93
Wometco Enterprises	36 wk 9/6	239,897,000	+14.3	14,251,000	+ 3.3	1.61	209,951,000	13,801,000	1.61
Wrather Corp.	9 mo 9/30	43,471,000	+13.8	−2,002,000		− 87	38,180,000	71,000	03
Zenith Radio	9 mo 9/30	853,700,000	+13.2	20,000,000	+77.0	1.06	754,400,000	11,300,000	60

* Includes $4,324,000 relating to sale of Metromail Division

** Washington Post 1979 earnings have been restated to reflect change in method of accounting for magazine subscription procurement that charged cost of $13,531,000 to that period station on 91.9 mhz at Birmingham, Ala. In initial decision released Aug. 6, FCC ALJ John H. Conlin granted Southeastern's application and denied Glen Iris. He gave Southeastern a "distinct preference" for integration of its proposed station with its overall cultural and educational operations and objectives as college. Action Nov. 25.

- Cherokee Village, Ark. (Vance Broadcasting Inc. and Cherokee Village Broadcasting Co.) **FM Proceeding:** (BC Doc. 80-150-51) ALJ James Tierney granted joint request by applicants and approved settlement agreement which calls for reimbursement of $3,722.07 to Vance for its legitimate expenses, dismissed Vance's application with prejudice, granted Cherokee's application and terminated proceeding. Action Nov. 17.

- Monterey and Marina, both California (Cypress Communications Inc., et al.) **FM Proceeding:** (BC Doc. 80-124-126-127-129) ALJ Joseph Stirmer, by two separate actions, denied petition by Cypress for leave to appeal ruling rejecting testimony of its expert witness and ordered the record closed. Action Nov. 14.

- Palm Springs, Calif. (RTC Broadcasting Corp. and Palm Springs Broadcasting Co.) **FM Proceeding:** (BC Doc. 80-227-28) ALJ Edward Luton granted motion by RTC Broadcasting and modified limited financial issue designated against Palm Springs to determine whether Palm Springs Broadcasting Co. is financially qualified to construct and operate proposed station. Action Nov. 19.

- Redding, Calif. (Colgan FM Communications Corp. and Redding FM Communications Inc.) **FM Proceeding:** (BC Doc. 80-222-23) ALJ Joseph Chachkin granted joint petition by applicants for approval of settlement agreement which provides for dismissal of Colgan's application in return for issuance of 235 shares of Redding FM stock to Colgan FM's controlling stockholder, John A. Colgan, dismissed Colgan's application with prejudice and terminated proceeding. Action Nov. 17.

- Taft, Calif. (Valley FM Radio and Mann Broadcasting Co.) **FM Rroceeding:** (BC Doc. 80-379-80) ALJ Byron Harrison granted to limited extent petition by Mann Broadcasting and enlarged issues to determine full costs of construction and operation of Valley FM Radio's proposed station, funds available to applicant, and in light thereof whether Valley FM Radio is financially qualified to construct and operate proposed station and to determine whether Valley FM has violated FCC rules by failure to report change in its financial proposal and its integration proposal, ordered that added financial issue be directed to basic qualifications of Valley FM and issue be directed to comparative qualifications of Valley and assigned burden of proof and proceeding to Valley and renumbered certain issues in the designation order. Action Nov. 13.

- Ventura, Calif. (Asian International Broadcasting Corp., et al.) **TV Proceeding:** (BC Doc. 80-697-99) ALJ Lenore Ehrig designated ALJ Byron E. Harrison is presiding judge and scheduled prehearing conference for Jan. 8 at 9 A.M. and hearing for Feb. 18 at 10 A.M. Action Nov. 7.

- Stamford, Conn. (Western Connecticut Broadcasting Co., WYRS-FM, Radio Stamford Inc.) **FM Proceeding:** (BC Doc. 80-659-60) ALJ Lenore Ehrig designated ALJ John Frysiak as presiding judge and scheduled prehearing conference for Jan. 6 at 9 A.M. and hearing for Feb. 10 at 10 A.M. Action Nov. 14.

- Fort Myers Beach, Fla. (Morris, Pierce and Pierce, et al.) **FM proceeding:** (BC Doc. 80-205-207-208) ALJ Edward Kuhlman granted joint request by parties and approved settlement agreement which provide for reimbursement by successful applicant of $4,500.00 to Nathan L. Goetz, and dismissed Goetz's application. Action Nov. 13.

- Lubbock, Tex. (Radio Lubbock Inc., et al.) **FM Proceeding:** (BC Doc. 80-491-21) ALJ Edward Kuhlman granted petition by Rex Broadcasting Corp. for leave to amend its application to submit documents that Lubbock City Council has now annexed proposed SL to city, denied motion by Western Broadcasting to strike, and denied motion by Rex for partial summary decision. Action Nov. 18.

- Nacogdoches, Tex.—FCC ALJ Walter C. Miller has resolved three basic qualifying issues adversely to Texan Broadcasting Company Inc., and denied Texan's application to establish a new commercial UHF television station on ch. 19 at Nacogdoches. ALJ's summary decision leaves Dogwood Broadcasting Corp. only current applicant for Nacogdoches channel. Dogwood's application remains in hearing status on basic qualifying issue of financial capacity. Ann. Dec. 3.

- West Salem, Wis. (Everybody's Mood Inc. and Hilltop Radio Inc.) **FM Proceeding:** (BC Doc. 80-413-14) ALJ John M. Frysiak granted motion by Hilltop and dismissed its application with prejudice, granted Everybody's Mood's application and terminated proceeding. Action Nov. 17.

- Mechanicsville, Va. (Christian Communications Inc. et al.) **FM Proceeding:** (BC Doc. 80-661-65) ALJ Lenore Ehrig designated ALJ Joseph Chachkin as presiding judge and scheduled prehearing conference for Jan. 14 at 9 A.M. and hearing for Feb. 23 at 10 A.M. Action Nov. 17.

Allocations

Applications

- Fairbanks, Alaska—Associated Students of the University of Alaska requests amendment FM table of assignments to assign 103.9 mhz to College, Alaska (RM3803). Ann. Dec. 5.

- Barstow, Calif.—Victorville TV Inc. requests amendment TV table of assignments to assign ch. 64 to Barstow-Victorville, Calif. (RM3800). Ann. Dec. 5.

- Swanton, Ohio—Robert H. Saxer requests amendment FM table of assignments to substitute 97.7 mhz for 95.3 mhz for at Adrian, Mich., and reassign 95.3 mhz to Swanton (RM3801). Ann. Dec. 5.

- Crockett, Tex.—Amanda Kelton requests assignment of 105.5 mhz to Crockett instead of (RM3687). Ann. Dec. 5.

- Vernal, Utah—KVEL Inc. requests amendment FM table of assignments to assign 105.9 mhz in lieu of 92.7 mhz at Vernal (RM3802). Ann. Dec. 5.

- Powell, Wyo.—Broadcast Enterprises requests amendment FM table of assignments to assign 104.1 mhz and 105.1 mhz to Powell (RM3804). Ann. Dec. 5.

Actions

- Lahaina and Maui, Hawaii—Broadcast Bureau, in response to petition by Shoblom Broadcasting Inc., proposed assigning 93.5 mhz or 95.9 mhz to Lahaina as its first FM assignment, comments due Jan. 27, replies Feb. 16 (BC Docket No. 80-744). Action Nov. 26.

- Gaithersburg, Md.—FCC has upheld Aug. 1979 FCC Review Board decision granting application of Barto Communications Inc., for new AM station on 1150 khz at Gaithersburg, Md., and denying competing applications of Radio Gaithersburg Inc. and Montgomery County Radio Inc. Action was in response to applications for review filed by RGI and MCR. Action Dec. 4.

- Ainsworth, Neb.—Broadcast Bureau, in response to petition by K.B.R. Broadcasting Co., proposed assigning 92.7 mhz to Ainsworth as its first FM assignment, comments due Jan. 13, replies Feb. 2, 1981 (BC Docket No. 80-732). Action Nov. 18.

- Mansfield and Marion, both Ohio—Broadcast Bureau reassigned UHF television ch. 68 from Marion to Mansfield as its first commercial television channel, effective Jan. 12 (BC Docket No. 80-69). Action Nov. 26.

- Millersburg, Ohio—Broadcast Bureau in response to petition by Dale G. Davis, proposed assigning 95.3 mhz to Millersburg as its first FM assignment, comments due Jan. 27, replies Feb. 16 (BC Docket No. 80-745). Action Nov. 26.

- Farmville and Appomattox, both Virginia—Broadcast Bureau granted request by Everette Broadcasting Corp. and extended through Dec. 8 and Dec. 28 time for filing comments and reply comments, respectively, in matter of amendment of the FM table of assignments for Farmville and Appomattox (BC Docket No. 80-494). Action Nov. 19.

- Romney, W.Va.—Broadcast Bureau, in response to petition by Peter A. Bozick, proposed assigning 100.1 mhz to Romney as its first FM assignment, comments due Jan. 27, replies Feb. 16 (BC Docket No. 80-743). Action Nov. 26.

- Bremerton, Wash.—FCC has upheld FCC Review Board's decision released last June 6, granting application of Robert J. Reverman for new AM station 1330 khz at Enumclaw, Wash., and denying competing application of Ki-Pen-Bro Corp. for same frequency at Bremerton, Wash. FCC's action was in response to application for review filed by Ki-Pen-Bro. Action Dec. 4.

- Puerto Rico—Broadcast Bureau, in response to various requests, extended to Jan. 3 time for submission of preclusion studies and to permit interested parties to comment on counterproposals in matter of amendment of the FM Table of Assignments for Puerto Rico (BC Docket No. 80-520). Action Nov. 19.

Translators

UHF applications

- Mobile, Ala.—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 55 (TPO: 100 w; HAAT: 543 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

- San Jose, Calif.—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 18 (TPO: 100w; HAAT: 190 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

- Bridgeport, Conn.—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 26 to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

- Ft. Lauderdale and Hollywood, both Florida—Neighborhood TV Co. seeks CP for new UHF translator station on ch. 67 (TPO: 100 w; HAAT: 1042 ft.) to rebroadcast via satellite KUSK(TV) Prescott, Ariz. Ann. Dec. 5.

Summary of broadcasting

FCC tabulations as of Oct. 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,567	3	2	4,572	118	4,690
Commercial FM	3,262	2	1	3,265	141	3,406
Educational FM	1,082	–	2	1,084	74	1,158
Total Radio	8,911	5	5	8,921	333	9,254
Commercial TV						
VHF	517	1	0	518	9	527
UHF	231					
Educational TV	–	–	231	90	321	
VHF						
UHF	100	1	4	105	7	112
Total TV	155	2	5	162	15	177
FM Translators	1,003	4	9	1,016	121	1,137
TV Translators	339	–	–	339	184	523
UHF						
VHF	2,567	–	–	2,567	259	2,826

*Special temporary authorization

**Includes off-air licenses

For the Record®

Television in 1979: $7.8 billion revenues, $1.7 billion profits

Television industry revenues for 1979 totalled $7,875,000,000, a 13.3% increase over $6,949,800,000 in 1978. The three networks accounted for 43.8% of that total with $3,454,500,000 as compared to $2,964,600,000 in 1978—a 16.5% increase. Those figures were part of the FCC financial data released last week. Combined with the market-by-market figures released by the commission last month (BROADCASTING, Nov. 24), they give the complete TV industry data for 1979.

The VHF total revenue figure for 1979 was $3,834,500,000 up 10.5% from the previous year while the UHF total revenue figure for 1979 was $586,000,000 up 13.9% from 1978.

Network O&O's netted $637,900,000 in revenues for 1979 up 9.1% over the 1978 figure of $584,500,000. Other VHF affiliates generated revenues of $2,741,200,000 up 10.9% from the preceeding year. VHF independents accounted for revenues totaling $455,400,000, a 9.6% increase over 1978.

UHF affiliates had $285,700,000 in revenues up 12% from 1978's total of $255,200,000. Independent U's accounted for $300,300,000 of the total 1979 industry revenue figure as compared to 1978's figure of $259,200,000.

Income before taxes in 1979 for the entire industry totaled $1,690,200,000, up 2.2% from the 1978 total of $1,653,300,000. Networks and their O&O's accounted for $575,300,000 with the networks alone having a total income of $370,200,000—up 0.9% from the comparative figure for 1978 ($373,500,000)—and the network O&O's showing a 10.1% increase in income from 1978's $186,300,000 to 1979's $205,100,000.

Excluding the network O&O's, profits before federal income tax for VHF affiliates was $925,100,000 in 1979—a 4.4% gain over 1978's figure of $886,100,000. Independent V's yielded profits totaling $120,600,000—a gain of 6.7% over 1978's figure of $113,000,000.

Total UHF income for 1979 declined 26.6% to $69,200,000 from the previous year's figure of $94,300,000. UHF network affiliates yielded $32,700,000—down 22.5% from 1978 while independent U's had a total income of $36,500,000 for 1979—down 30% from the previous year's comparative figure of $52,100,000.

Industry sales to advertisers totaled $9,181,900,000 in 1979 with networks accounting for 43.2% of that total ($3,966,100,000); the VHF market accounting for 49.4% of the total ($4,539,200,000); and the UHF market accounting for 7.4% of the total ($676,600,000). Network O&O's accounted for 8.4% of the total industry sales figure ($773,000,000); other VHF affiliates accounted for 35.1% ($3,222,000,000); independent V's 5.9% ($544,200,000); UHF affiliates 3.6% ($328,100,000), and independent U's 3.8% ($348,500,000).

The industry total for network sales for 1979 was $4,310,500,000. Networks accounted for 92% of the total ($3,966,100,000) while the VHF market total $311,400,000 or 7.2% and the UHF market total was $33,000,000 or 0.8%.

Total industry spot sales amounted to

1. Total figures for television 1979: revenues, expenses and profits

	1979	1978	% change from 1977
Broadcast revenues[1]			
INDUSTRY TOTAL	**$7,875,000,000**	**$6,949,800,000**	**13.3**
Networks[2]	3,454,500,000	2,964,600,000	16.5
VHF total	3,834,500,000	3,470,800,000	10.5
Network O&O	637,900,000	584,500,000	9.1
Other affiliates	2,741,200,000	2,470,800,000	10.9
Independents	455,400,000	415,500,000	9.6
UHF total	586,000,000	514,400,000	13.9
Affiliates	285,700,000	255,200,000	12.0
Independents	300,300,000	259,200,000	15.9
Broadcast expenses			
INDUSTRY TOTAL	**6,184,800,000**	**5,296,500,000**	**16.8**
Networks	3,084,300,000	2,591,100,000	19.0
VHF total	2,583,700,000	2,285,300,000	13.1
Network O&O	432,800,000	398,200,000	8.7
Other affiliates	1,816,100,000	1,584,600,000	14.6
Independents	334,800,000	302,500,000	10.7
UHF total	516,800,000	420,100,000	12.3
Affiliates	253,000,000	213,000,000	18.8
Independents	263,800,000	207,100,000	27.4
Broadcast income (before federal income tax)			
INDUSTRY TOTAL	**1,690,200,000**	**1,653,300,000**	**2.2**
Networks	370,200,000	373,500,000	(0.9)
VHF total	1,250,800,000	1,185,500,000	5.5
Network O&O	205,100,000	186,300,000	10.1
Other affiliates	925,100,000	886,100,000	4.4
Independents	120,600,000	113,000,000	6.7
UHF total	69,200,000	94,300,000	(26.6)[2]
Affiliates	32,700,000	42,200,000	(22.5)[2]
Independents	36,500,000	52,100,000	(30.0)[2]

[1] Last digits may not add to totals due to rounding

[2] ( ) denotes loss or decline

2. Who sold how much in 1979

	Stations	Amount	% industry total
Sales to advertisers (industry total)[1]	—	$9,181,900,000	100.0
Networks	—	3,966,100,000	43.2
VHF total	512	4,539,200,000	49.4
Network O&O	15	773,000,000	8.4
Other affiliates	466	3,222,000,000	35.1
Independents	31	544,200,000	5.9
UHF total	211	676,600,000	7.4
Affiliates	130	328,100,000	3.6
Independents	81	348,500,000	3.8
Network sales (industry total)	—	4,310,500,000	100.0
Networks	—	3,966,100,000	92.0
VHF total	512	311,400,000	7.2
Network O&O	15	45,300,000	1.0
Other affiliates	466	263,400,000	6.1
Independents	31	2,700,000	0.1
UHF total	211	33,000,000	0.8
Affiliates	130	28,000,000	0.6
Independents	81	5,000,000	0.1
National/regional sales (industry total)	723	2,573,600,000	100.0
VHF total	512	2,251,000,000	87.5
Network O&O	15	392,000,000	15.2
Other affiliates	466	1,529,400,000	59.4
Independents	31	329,600,000	12.8
UHF total	211	322,600,000	12.5
Affiliates	130	135,000,000	5.2
Independents	81	187,600,000	7.3
Local sales (industry total)	723	2,297,800,000	100.0
VHF total	512	1,976,800	86.0
Network O&O	15	335,700,000	14.6
Other affiliates	466	2,429,200,000	62.2
Independents	31	211,900,000	9.2
UHF total	211	321,000,000	14.0
Affiliates	130	165,100,000	7.2
Independents	81	155,900,000	6.8

[1] Last digits may not add due to rounding.

3. TV station winners and losers

	Total		Network- affiliated		Independent	
	VHF	UHF	VHF	UHF	VHF	UHF
Total number of stations reporting[1]	455	184	428	117	27	67
Number of stations reporting profits	408	122	387	89	21	33
Profitable stations as percent of total	89.7	66.3	90.4	76.1	77.8	49.3
Number of stations reporting profits of						
$15,000,000 and more	10		9		1	
10,000,000- 15,000,000	18		14		4	
5,000,000- 10,000,000	47	2	42		5	2
3,000,000- 5,000,000	57	9	51	1	6	8
1,500,000- 3,000,000	71	7	70	1	1	6
1,000,000- 1,500,000	46	8	46	6		2
600,000- 1,000,000	47	24	47	17		7
400,000- 600,000	30	15	29	14	1	1
200,000- 400,000	33	25	33	20		5
100,000- 200,000	25	8	23	8	2	
50,000- 100,000	10	11	10	10		1
25,000- 50,000	8	6	7	5	1	1
Less than 25,000	6	7	6	7		
Number of stations reporting losses	47	62	41	28	6	34
Unprofitable stations as percent of total	10.3	33.7	9.6	23.9	22.2	50.7
Number of stations reporting losses of						
Less than $10,000	2	1	2			1
10,000- 25,000	2	5	2	5		
25,000- 50,000	4	5	4	2		3
50,000- 100,000	6	6	5	2	1	4
100,000- 200,000	12	10	12	5		5
200,000- 400,000	8	11	8	7		
400,000 and over	13	24	8	7	5	7

[1] Stations operating full year only, excluding satellites. Profits (broadcast income) are before federal income tax.

Revisions. The FCC last week announced changes in the 1979 market-by-market TV financial tabulations released last month (BROADCASTING, Nov. 24, pages 74-81) for Memphis and Greensboro/Winston-Salem/High Point, N.C. Since correcting those markets would reveal confidential data, the FCC is not releasing them. However, the FCC did release new overall market-by-market totals; They are reflected in the charts appearing in this section. ■ The FCC has also released changes from its year-earlier reporting of 1978 total revenue figures for several markets, and has revised overall totals for that year. For the benefit of those readers who want to update their records, these are the revised figures: Charlotte, N.C. $29,172,000; Columbia, S.C. $10,926,000; Hartford-New Haven-New Britain-Waterbury, Conn. $33,550,000; Lubbock, Tex. $7,642,000; Nashville $26,138,000; San Francisco-Oakland $123,238,000. The new national totals for 1978: Network time sales $314,907,000; spot $2,326,451,000; local $1,987,109,000; barter and trade-outs $89,169,000; total revenues $3,985,231,000 with a 10.9% increase in 1979 over 1978.

$2,573,600,000 with VHF's grabbing 87.5% of that pie and UHF's 12.5%.

Local sales amounted to $2,297,800 in 1979 with VHF stations accounting for 86% of the total ($1,976,800,000) and UHF stations accounting for the remaining $321,000,000. Network O&O's accounted for 14.6% ($335,700,000) while other VHF affiliates accounted for 62.2% ($2,429,200,000) and independent V's accounted for 9.2% of the total ($211,900,000). UHF affiliates accounted for 7.2% of the total ($165,100,000) and independent U's accounted for 6.8% of the total ($155,900,000).

The industry expense total for 1979 was $6,184,800,000, a 16.8% increase over 1978 when that figure totaled $5,296,500,000. Networks accounted for about half of that total with $3,084,300,000—registering a 19% increase over 1978. Total expenses for the VHF market for 1979 were $2,583,700,000 up 13.1% over 1978.

Notes. The FCC uses the following definitions in line items in its annual television figures:

All other selling expenses: Expenses, other than payroll, incurred in connection with sales of time, advertising, publicity.

All other technical expenses: Technical expenses other than payroll, such as circuit costs incurred in delivering programs to the local studio.

Broadcast income: Profit or loss before federal income tax. Equals broadcast net revenues less total broadcast expenses.

Commissions: Amounts paid to agencies, representatives, and brokers (but not to staff salesmen or employes) and cash discounts.

General and administrative expenses: Expenses which cannot be classified in the technical, program or selling categories.

Gross broadcast revenues: Total sales to advertisers plus revenues from sales to other than advertisers.

Local sales: Sales of station time, programs, materials

4. Network and station employment

	Number of stations	Number of employes Full time	Part time	Total	Total payroll[1]
Industry total	—	67,337	8,151	75,488	$1,568,975
Networks	—	13,671	2,357	16,028	456,163
VHF total	512	44,238	4,542	48,780	956,074
Network O&O	15	5,274	356	5,630	174,777
Other affiliates	466	35,295	3,681	38,976	691,006
Independents	31	3,669	505	4,174	90,291
UHF total	211	9,428	1,252	10,680	156,738
Affiliates	130	5,849	839	6,688	93,696
Independents	81	3,579	413	3,992	63,042
Station total	723	53,666	5,794	59,460	1,112,812

[1] Last digits may not add due to rounding.

5. Property investment

	Number of stations reporting[1]	Original cost Total[2]	Original cost Station average	Original cost minus depreciation Total	Original cost minus depreciation Station average
Industry total	—	$3,118,731	—	$1,549,574	—
Networks	—	511,181	—	243,468	—
VHF total	510	2,128,891	4,174	1,031,966	2,023
Network O&O	15	161,292	10,753	75,382	5,025
Other affiliates	466	1,796,364	3,855	873,391	1,874
Independents	29	171,235	5,905	83,193	2,869
UHF total	210	478,659	2,279	274,140	1,305
Affiliates	129	275,426	2,135	149,935	1,162
Independents	81	203,233	2,509	124,205	1,533
Station total	720	2,607,550	3,622	1,306,106	1,814

[1] Two VHF and 1 UHF stations did not report investment in tangible property. Some of these may be operating under lease agreements.

[2] In cases of stations which have been sold, represents that portion of price assigned by new licensee to property.

or services placed by or behalf of local advertisers or sponsors, reported before deductions for cash discounts and commissions.

Markets: The assignment of station to TV markets, for purposes of this report, is generally made on the basis of coverage area, proximity to other stations and network affiliation patterns. Although the market assignments are generally consistent with those of the two major rating services, Arbitron and Nielsen, there are differences due to the different methods of assignment used. In addition, for this report, satellite stations are assigned to their own individual markets rather than to the parent station market.

National/regional sales: Sales of station time, programs, materials or services placed by or on behalf of advertisers generally recognized as national or regional in character, reported before deductions for cash discounts and commissions.

Net broadcast revenues: Gross broadcast revenues less commissions to agencies, representatives and brokers (but not to staff salesmen or employes) and less cash discounts.

Network compensation: Amounts received by stations from programing networks for carrying the networks' programs and advertising.

Network sales: Sales of network services, including time, programs, materials, facilities and other services, placed by or on behalf of advertisers. This figure also includes the compensation received by stations from non-national or part-time program networks, but does not include the sales of those networks. The network sales figure is reported before deductions for cash discounts, and commissions.

Payroll: Salaries, wages, bonuses and commissions to staff.

Sales other than sale of station time: All amounts charged advertisers or sponsors, in connection with the sale of time, for programs, materials, facilities or services.

Sales to other than advertisers: Revenues from the supply of materials, facilities, or services not associated with the station's time sales.

Total sales to advertisers: Total amounts paid by advertisers for broadcast time, and for programs, materials, facilities and services supplied by the broadcast industry (including networks and television stations) in connection with the sale of time. These amounts are reported before deductions for cash discounts, commissions paid to advertising agencies, representatives, brokers and to staff salesmen or employes.

6. 1979 network and station revenue breakouts

Revenue Items	Networks	Other VHF stations 15 network O&O's	466 affiliates	30 independents	UHF stations 126 affiliates	71 independents	511 VHF stations	197 UHF stations	708 TV stations	Networks and 708 TV stations
[illegible]	[illegible]									4,297.5
[illegible]	43.8									43.8
[illegible]	[illegible]									[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	28.1	[illegible]	311.4	[illegible]	344.4	4,312.5
[illegible]		[illegible]	2,456.6	541.5	[illegible]	343.4	4,227.3	643.5	4,871.1	4,871.5
[illegible]		395	1,52[illegible].4	329.6	135.0	187.6	2,251.1	322.6	2,573.7	2,573.7
[illegible]		385.8	1,621.5	324.3	134.4	185.8	2,242.3	320.2	2,562.6	2,562.6
[illegible]		[illegible]	7.9	7.6	[illegible]	1.7	8.8	2.4	11.1	11.1
[illegible]		305.7	1,424.2	211.9	165.1	155.9	1,975.8	320.9	2,297.8	2,297.8
[illegible]		337.9	1,392.6	208.7	160.2	147.7	1,935.2	307.9	2,243.1	2,243.1
[illegible]		5	36.6	1.2	4.9	8.2	41.6	13.[illegible]	54.7	54.7
[illegible]	136.2	1.5	25.7	6.4	3.2	6.7	35.7	10.0	45.6	181.8
Gross broadcast revenues	4,102.3	776.6	3,247.7	550.6	331.3	355.2	4,575.0	686.5	5,261.5	9,363.6
Deduct commissions to agencies, representatives etc	647.7	138.7	506.5	95.2	45.6	54.9	740.5	100.5	841.0	1,488.7
Net broadcast revenues	**3,454.6**	**637.9**	**2,741.2**	**455.4**	**285.7**	**300.3**	**3,834.5**	**586.0**	**4,420.5**	**7,875.1**

7. 1979 network and station expense breakouts

Broadcast expenses[1]	Networks	15 network O&O's	Other VHF stations affiliates	Other VHF stations independents	UHF stations affiliates	UHF stations independents	total VHF	Total UHF	Total TV stations	Networks and TV stations
Technical expenses. Total	2	$ 46.9	$ 199.5	$ 34.1	$ 35.5	$ 30.2	$ 280.5	$ 65.7	$ 346.3	2
Technical payroll	2	26.6	138.7	26.7	18.6	16.7	192.0	35.3	227.3	2
All other technical expenses	2	20.3	60.8	7.4	16.9	13.5	88.5	30.4	119.0	2
Program expenses. Total	$2,699.7[2,3]	239.6	727.0	180.2	82.7	114.0	1,146.9	196.7	1,343.6	4,389.6
Payroll for employees considered "talent"	331.2[2]	21.1	65.2	8.4	5.0	2.5	94.7	7.5	102.2	1,088.2
Payroll for all other program employees		93.8	260.2	25.5	32.3	15.7	379.6	48.0	427.6	
Rental and amortization of film and tape	1,757.4[4]	44.8	190.6	106.5	21.6	62.6	342.0	84.1	426.1	2,183.5
Records and transcriptions	6.1	0.4	1.7	0.1	0.1	0.2	2.2	0.3	2.5	8.7
Cost of outside news services	NA	4.2	16.7	3.0	2.2	0.9	23.8	3.1	26.9	26.9
Payments to talent	NA	12.7	7.1	1.2	0.5	1.0	20.9	1.4	22.4	22.4
Music license fees	13.2	11.6	45.4	6.4	4.8	3.8	63.4	8.6	72.0	85.2
Other performance and program rights	169.4	11.0	14.1	10.1	1.1	10.5	35.2	11.6	46.9	216.3
All other program expenses	422.3	40.0	126.0	19.0	15.3	16.8	185.0	32.1	217.1	758.4
Selling expenses. Total	143.2	64.1	249.6	39.5	37.6	39.3	353.3	76.8	430.2	573.4
Selling payroll	26.8	17.9	130.8	16.9	21.9	16.1	165.6	38.0	203.6	230.4
All other selling expenses	116.5	46.3	118.8	22.6	15.6	23.2	187.7	38.9	226.6	343.0
General and Administrative expenses. Total	241.5	82.2	639.8	81.0	97.0	80.0	803.0	177.0	980.0	1,221.4
General and administrative payroll	100.2	15.4	96.1	12.7	15.9	12.0	124.2	27.9	152.2	252.4
Depreciation and amortization	34.5	10.6	144.4	14.8	24.3	19.2	169.8	43.5	213.3	247.8
Interest	NA	—	43.0	7.1	11.7	10.5	50.1	22.3	72.4	72.4
Allocated costs of management from home office or affiliate(s)	NA	27.1	72.0	5.2	6.8	7.2	104.3	14.1	118.3	118.3
Other general and administrative expenses	106.8	29.0	284.4	41.2	38.2	31.0	354.6	69.2	423.8	530.5
Total broadcast expenses	**3,084.35[5]**	**432.8**	**1,816.1**	**334.8**	**253.0**	**263.8**	**2,583.7**	**516.8**	**3,100.6**	**6,184.9**

[1] All dollar figures are in millions; last digits may not add due to rounding.
[2] Because methods of treating technical and program expense differ among the networks, the two figures were combined.
[3] Includes $60,386,472 for cost of inter-city and intra-city program relay circuits.
[4] Amortization expense on programs obtained from others.
[5] The networks reported spending $324 million on their news and public affairs operations; this figure contains costs already included in other expense items.
NA: individual detail item not reported.

As compiled by BROADCASTING, Dec. 1 through Dec. 5 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

FM applications

■ *Whiteriver, Ariz.—Apache Radio Broadcasting Corp. seeks 88.1 mhz, 3 kw, HAAT: 600 ft. Address: P.O. 700 Whiteriver 85941. Estimated construction cost: $311,000; first-year operating cost: $153,000. Format: Light Entertainment. Principal: Tribal Council of the Whiteriver Mountain Apache Indian Tribe. Ronnie Lupe is tribal chairman. It has no other broadcast interests. Filed Nov. 14.

■ Decatur, Ill.—Town and Country Broadcasting Inc. seeks 99.3 mhz, 3 kw, HAAT: 300 ft. Address: 1757 Moundford Ct. Decatur, 62526. Estimated construction cost: $31,400; first-quarter operating cost: $32,100; first-quarter revenue: $64,800. Format: Easy Listening/Religious. Principal: Leonard C. Watson (27.5%); John A. Bortowski (17.5%), and James A. Uszler and Stanley Cronwall (15% each), and others. Watson is a consulting engineer and is associated with Leo Burnett Co. Bortowski is director of engineering at WLAK(FM) Chicago. Uszler is associated with Cole Film Svs., film production company. Cronwall is Tucson, Ariz., independent small business consultant. Uszler has an interest in CP for AM at Sycamore, Ill. The rest have no other broadcast interests. Filed Oct. 29.

■ Saco, Me.—Vacationland Broadcasting Services, Inc. seeks 95.9 mhz, 3 kw, HAAT: 300 ft. Address: 27 Tall Pines Dr. West Buxton, Me. 04093. Estimated construction cost: $5,300; operating cost: $23,800; revenue: $78,000. Format: Adult. Principal: Harry B. Bailey, Jr. and wife, Astrid R., Remis S. Rioux and wife, Yvette (all 25% each). Bailey is radio maintenance supervisor at WGAN-AM-FM-TV Portland, Me. Astrid is secretary/bookkeeper at non-food merchandiser, Jayson Co., Portland. Rioux is a security guard at Public Cover Security Service, Portland, Me. Yvette is associated with Fairchild Camera & Instrument, integrated circuits and semi-conductor manufacturer in Portland. They have no other broadcast interests. Ann. Nov. 26.

■ *Jackson, Miss.—Mississippi Authority for Educational Television (MAET) seeks 91.3 mhz, 100 kw,

Comsat's $700 million ambition for DBS
The new proliferation of small earth stations

Broadcasting ϟ Dec 22

The News Magazine of the Fifth Estate ☐ Established 1931

Our 50th Year ☐ 1980

12/23/80 C 1750-1 U-

Sales Power

20014KENNEP2098 ZWZ APR/81
J P KENNEDY
CIS
4520 EAST WEST HWY ##SAMPL
SUITE 800
WASHINGTON DC 20014

The First 50 Years Of Broadcasting
1941
☐
PAGE 97

The Week in Brief

TOP OF THE WEEK

COMSAT'S LOFTY BID ☐ Company seeks FCC approval of ambitious DBS plan. It involves three channels, would be pay-supported and would cost $700 million. **PAGE 23.**

NAB MONEY MATTERS ☐ Controversy looms over proposal that joint board chairman be paid honorarium to compensate for loss of time and person to his regular organization. **PAGE 26.**

FCC MOVE ON HOLD ☐ Decision on agency's switch to Virginia is deferred until February. **PAGE 27.**

NETWORKS TIGHTEN BELTS ☐ NBC starts cost-reduction program. ABC and CBS talk about curtailments and personnel cutbacks through attrition. **PAGE 28.**

GANNETT GOALS ☐ Neuharth discloses plan for national newspaper through communications satellite system and entry into cable programing. **PAGE 28.**

SPECIAL REPORT

BIG BUSINESS NOW ☐ Small earth stations, originally used by rural homeowners to get TV signals, have attracted more and more entrepreneurs who utilize method to sell services to hotels, apartments and trailers. **PAGE 31.**

FCC FINANCIAL FIGURES

RADIO's BOXSCORE IN '79 ☐ FCC releases portion of its AM-FM financial data. It shows net revenues of $2.7 billion for 7,036 stations and total income in excess of $225 million. **PAGE 41.** Market-by-market listing begins on **PAGE 46.**

LAW & REGULATION

FEDERAL REINS ☐ Reagan's task force on regulatory reform suggests government back off for year to allow breathing spell in which to adjust. Scalia says FCC has moved in right direction, FTC should be curbed. **PAGE 70.**

DOUBTS ABOUT 9 KHZ ☐ NAB-supported studies contend switch would cost more than expected and that broadcast economy will not support many new stations. **PAGE 72.**

JOURNALISM

GETTING SET FOR JAN. 20 ☐ Inauguration plans are geared to television. Satellite technology will link Washington's eight inaugural balls with scores of balls in other cities. **PAGE 78.**

BUSINESS

BULLISH ABOUT PAY TV ☐ Investor seminar hears Oak's Carter predict 20% annual growth for STV in next decade. Columbia's Hilford expects home VCR's to triumph over disks. FCC's Washington believes government should restrain itself in regulating new technologies. **PAGE 80.**

LESS WRITE-OFF NOW ☐ ABC says change in method of amortizing costs of original prime-time programing may contribute to operating loss in first quarter of 1981. **PAGE 80.**

MEDIA

HARASSMENT ☐ UHF permittee in Vineland, N.J., vows to go on air in March, despite law suits, vandalism, threats and racial slurs. **PAGE 84.**

SOUNDS OF '80 ☐ Cowboy craze and growing impact of black music is reflected in BROADCASTING's annual survey of top 100 contemporary and country records. **PAGE 86.**

PROGRAMING

LOOKING UPWARD ☐ Report by Station Representatives Association assesses future of satellites and small amount of competition that DBS will generate for broadcasters. **PAGE 90.**

1941

THE 'BROADCASTING' YEARS ☐ An expected war came unexpectedly Dec. 7. It culminated a year in which radio cooperated with government in emergency plans for men, materials and programing. It also was time when FCC issued its monopoly report and broadcasters had their showdown with ASCAP. **PAGE 97.**

PROFILE

TARGETING ON TOMORROW ☐ Thomas McKinney doesn't dwell on the adversity of his earlier years; he concentrates on goals ahead. That positive approach helped to take him to the presidency of Sheridan Broadcasting Corp. and Sheridan Broadcasting Network. **PAGE 121.**

Bottom Line	81	**Datebook**	14	**In Sync**	79	**Open Mike**	20
Business Briefly	10	**Editorials**	122	**Intermedia**	85	**Playback**	93
Changing Hands	83	**Fates & Fortunes**	115	**Monday Memo**	12	**Stock Index**	119
Closed Circuit	7	**For the Record**	102	**Monitor**	93	**Washington Watch**	74

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.50 except special issues $2.50. Subscriptions, U.S. and possessions: one year $45, two years $85, three years $120. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $55.00. *Across the Dial-Around the Channels* $3.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ ABC Sports 19 ☐ ASCAP 62-63 ☐ Accuracy In Media 73 ☐ Associated Press 15 ☐ BMI 89 ☐ Blackburn 58, 60, 83 ☐ Blair 39 ☐ Bonneville 54, 56 ☐ Broadcast Electronics 10 ☐ CBS-TV Owned Stations 22 ☐ CPM Inc. 71 ☐ Century Broadcasting 40 ☐ Christal 55, 57, 59, 61 ☐ Continental Electronics 103 ☐ R.C. Crisler 85 ☐ Eastman Radio 53 ☐ Enterprise Radio 48-49 ☐ FM-100 65 ☐ Fetzer Stations 21, 96 ☐ Norman Fischer & Associates 66 ☐ Frazier, Gross & Clay 64 ☐ General Motors Back Cover ☐ HRP 33 ☐ Home Theater 18 ☐ Bernard Howard 44-45 ☐ Katz Front Cover, 47 ☐ MGM-TV Inside Front Cover/Page 3, 36-37 ☐ Magnetic Video 8-9 ☐ Robert Manhman 42 ☐ Major Market Radio 43 ☐ Metro Weather Service 66 ☐ NBC Radio 6 ☐ Panasonic 16-17 ☐ Pulitzer Broadcast Group 4 ☐ Radio Computing Services 87 ☐ Cecil L. Richards 83 ☐ Savalli & Schutz 67 ☐ William L. Simpson Broadcast Div. 84 ☐ Howard Stark 77 ☐ Joe Sullivan 68 ☐ Syncom 67 ☐ William B. Tanner Co. 11 ☐ Torbet Radio 51 ☐ Edwin Tornberg 102 ☐ WIIC-TV Inside Back Cover ☐ Warner Brothers TV 13 ☐

More bad news than good for radio in 1979

The revenues were up slightly but the profits were off by a lot; but total broadcasting industry revenues (radio and TV) passed $10 billion for first time

According to the FCC's market-by-market radio financial figures for 1979—released last Friday (Dec. 19)—radio profits for the 7,036 reporting stations were $225,258,000—down 23.8% from 1978's total market-by-market radio profit figure of $295,708,470.

Market-by-market revenues for radio stations reporting in 1979 came to $2,730,922,673, compared to 1978's revenue figure of $2,545,442,260—a 7.2% increase.

If one could assume that network radio revenues would remain constant at the $89,861,000 level they hit in 1978 (1979 figures won't be released until January), the total broadcast industry revenue figure for 1979 should approximate $10.6 billion, as compared to 1978's figure of $9.5 billion—an increase of 11.6%. The television total—$7,875,000,000—was released by the FCC earlier this month (BROADCASTING, Dec. 15).

The closest estimate for a total broadcast industry profit total for 1979 is $1,930,814,000. That also assumes that radio network profits stayed the same. The correct 1979 radio network profit figures won't be released by the FCC until January when it also issues corrections and refinements for the figures issued last week.

Several significant changes in the format of the FCC radio figures occurred this year. A new column of figures was compiled indicating market-by-market radio commissions; they totaled $100,281,755 for 1979. Another change was in the way that AM-FM combinations were counted. In 1979 data, they were listed as two separate stations, unlike 1978, when the combinations were counted as one.

Also, barter-tradeout figures were omitted from the market-by-market totals; they, too, will not be available until January.

(continued)

Market-by-market radio expenses totaled $2,505,663,916, up 11.3% from the previous year's $2,249,733,790.

Network sales reported at the affiliate level totaled $23,631,302, an increase of 12.9% from 1978 when the comparable figure totaled $20,932,363. Radio spot sales for 1979 totaled $626,991,738, up 6.3% from the 1978 figure of $589,679,935. Local radio sales for 1979 totaled $2,343,635,870, up 7.5% from the 1978 total of $2,179,170,254.

Los Angeles-Long Beach remained the top market in both profits and revenues for 1979, regaining the top revenue spot which it lost to New York in 1978. Profits for the Los Angeles-Long Beach market were $28,276,426, down 5.1% from its 1978 profit figure total of $29,811,314. That market had revenues in 1979 totaling $116,691,312, up 4.1% from its 1978 revenue figure of $112,078,232.

New York held on to the number two spot for profits and revenues. It had $13,557,470 in profits, a sharp decline (39%) from its 1978 profit figure of $22,236,026. New York revenues were $114,237,435, up 1.2% from the 1978 revenue figure of $112,815,750.

Houston ranked number three in profits with $10,845,391, up 9.4% from $9,912,556 in 1978. It had revenues of $42,433,223, up 15.2% from $36,817,317 in 1978.

Atlanta climbed three slots to number four rank in profits with $9,205,029 for 1979, up 26.7% from 1978 when that market's profits were $7,265,786. Its revenues for 1979 were $33,287,681, up $28,030,279 or 18.7% from the previous year.

The Minneapolis-St. Paul market displaced Detroit as the fifth ranking market in profits for 1979 with $8,451,317, up 7% from 1978's $7,895,190. It had revenues of $30,886,601 in 1979, up 13% from 1978's $27,309,988.

Chicago dropped from its number three profit ranking position in 1978 to be number six in 1979 with $7,220,660—a precipitous 51.8% decline from the previous year when it had profits of $14,969,234. Revenues for that market in 1979 actually rose 8.6% from the previous year's $87,625,459 to $95,126,212.

Washington ranked number seven in profits in 1979 with $7,179,558, an increase of 7.2% over the previous year's $6,694,746. Its revenues for 1979 were $45,061,037.

Seattle came in eighth for profits last year with $6,175,369, up 34.4% from 1978's profit total of $4,593,838. It had revenues in 1979 totaling $28,981,444.

Columbus, Ohio, ranked number nine in profits in 1979 with $5,353,887, up 20% from 1978's figure of $4,425,207. Revenues for that market in 1979 were $17,040,391 (up 13.5% from 1978's $15,020,081).

Baltimore was number 10 in profits last year with $5,207,954, down 17.5% from the previous year's profit figure of $6,308,679. It had revenues in 1979 of $25,573,773, up 2.9% from the previous year's total of $24,865,467.

Market-by-market revenue figures begin on page 46

Our thank you
to a select number of radio station sellers and buyers
for $10 million in radio station sales in 1980.

When confidentiality, integrity and experience are important...

Robert O. Mahlman, Inc.
Six The High Road
Bronxville, New York 10708
914-779-7003

Brokerage Appraisals Consulting
Specializing in the radio industry for over twenty years
Consultants to the successful RKO Radio Network

Market-by-market breakdown of radio station revenue and profit in 1979

Metropolitan areas (number of stations[1] reporting in parentheses)	Time Sales: Network 1979	Time Sales: Network 1978	Time Sales: National and regional advertisers 1979	Time Sales: National and regional advertisers 1978	Time Sales: Local advertisers 1979	Time Sales: Local advertisers 1978	Commissions	Total broadcast revenues[2] 1979	Total broadcast revenues[2] 1978	% change	Total broadcast expenses 1979	Total broadcast income 1979
ABILENE, TEX.(6)	1,418	1,118	179,906	230,595	1,449,995	1,600,135	65,702	1,570,672	1,763,830	- 11.0	1,534,630	36,042
AKRON, OHIO(8)	95,334	92,536	1,605,761	1,776,808	6,323,008	5,664,084	931,372	7,162,395	6,727,643	6.5	6,516,455	645,940
ALBANY, GA.(7)	1,638	1,781	344,385	279,759	1,592,153	1,437,848	48,519	1,892,758	1,685,301	12.3	1,822,291	70,467
ALBANY-SCHENECTADY-TROY, N.Y.(21)	104,187	103,119	2,176,133	2,203,814	7,564,422	7,067,960	1,069,320	8,842,361	8,444,148	4.7	8,016,707	825,654
ALBUQUERQUE, N.M.(17)**	32,968	23,899	1,959,138	1,417,903	6,168,862	5,190,449	1,062,117	7,170,289	5,966,283	20.2	7,583,095	412,806-
ALEXANDRIA, LA.(7)	5,491	4,336	345,476	273,692	1,251,795	1,068,585	58,193	1,545,676	1,303,032	18.6	1,521,159	24,517
ALLENTWN-BETHLEHEM-EASTON, PA-NJ(16)	57,121	52,377	633,168	509,990	5,746,184	5,064,268	320,688	6,191,258	5,424,823	14.1	5,104,236	1,087,022
ALTOONA, PA.(9)	7,923	7,862	314,466	355,773	1,942,088	2,147,677	79,812	2,192,933	2,424,236	- 9.5	2,076,043	116,890
AMARILLO, TEX.(12)	21,045	19,689	663,862	630,060	3,655,934	3,346,580	346,041	4,035,361	3,676,480	9.8	4,362,126	326,765-
ANAHEIM-SANTA ANA-GARDEN GRVE, CA(7)			814,225	1,038,968	4,877,495	5,280,271	653,187	5,052,638	5,675,678	- 11.0	4,499,688	552,950
ANCHORAGE, ALASKA(11)	69,478		847,133	762,272	4,795,815	4,315,450	408,371	5,435,641	4,763,038	14.1	5,892,801	457,160-
ANDERSON(7)	5,744		75,285		1,249,746		52,909	1,277,866			920,678	357,188
ANN ARBOR, MICH.(6)**			251,944	323,988	870,433	1,400,254	53,997	1,080,856	1,692,525	- 36.1	1,395,413	314,557-
ANNISTON, ALA.(4)			137,432	90,918	1,147,709	1,129,817	13,596	1,277,845	1,205,727	6.0	1,142,779	135,066
APPLETON-OSHKOSH, WIS.(13)	6,206	7,058	307,114	331,777	3,628,104	3,082,361	227,034	3,810,211	3,397,724	12.1	3,928,662	118,451-
ASHEVILLE, N.C.(8)	25,959	23,652	206,747	217,731	2,182,498	2,178,367	129,161	2,308,822	2,364,104	- 2.3	2,067,072	241,750
ATLANTA, GA.(37)**	742,697	649,145	8,651,314	5,734,555	29,250,340	26,060,600	5,487,755	33,287,681	28,030,279	18.8	24,082,652	9,205,029
ATLANTIC CITY, N.J.(9)	9,751	5,993	276,804	227,831	2,197,915	1,879,737	91,004	2,409,516	2,118,200	13.8	2,351,805	57,711
AUGUSTA, GA-S.C.(13)	36,410	30,386	562,389	783,531	2,575,869	2,655,028	238,973	3,022,446	3,303,171	- 8.5	3,014,309	8,137
AUSTIN, TEX.(14)	13,787	9,070	1,263,164	1,171,425	6,267,759	5,764,998	839,810	6,755,139	6,250,924	8.1	5,520,489	1,234,650
BAKERSFIELD, CALIF.(24)	70,952	56,622	1,369,716	1,237,006	4,533,399	4,152,217	604,792	5,437,035	4,937,117	10.1	5,206,775	230,260
BALTIMORE(31)**	467,747	438,328	7,034,542	6,562,325	21,952,463	21,584,911	4,061,199	25,573,773	24,865,467	2.8	20,365,817	5,207,956
BATON ROUGE, LA.(12)**	20,425	15,018	624,261	914,337	5,317,179	5,205,743	579,084	5,463,766	5,604,772	- 2.5	4,451,976	1,011,790
BATTLE CREEK, MICH.(8)	7,535	6,125	171,760	169,650	1,509,122	1,137,443	62,723	1,626,903	1,265,574	28.6	1,512,591	114,312
BEAUMONT-PT ARTHUR-ORANGE, TEX(13)	36,840	12,763	621,255	704,918	3,282,779	3,488,594	318,965	3,622,672	3,938,449	- 8.0	4,566,652	943,980-
BILLINGS, MONT.(9)	7,502	5,656	351,152	311,978	2,472,952	2,090,442	114,765	2,781,432	2,364,266	17.6	2,849,892	68,460-
BILOXI-GULFPORT, MISS.(12)	934	1,080	439,570	350,753	2,117,490	1,796,044	57,328	2,581,722	2,124,422	21.5	2,373,355	208,367
BINGHAMTON, N.Y.(9)	21,036	14,438	501,568	423,167	3,000,435	2,490,145	289,692	3,240,873	2,693,309	20.3	3,022,384	218,489
BIRMINGHAM, ALA.(22)**	189,806	80,063	2,558,544	2,175,716	9,948,019	9,821,963	1,533,172	11,312,724	10,929,173	3.5	10,629,706	683,018
BLOOMINGTON-NORMAL, ILL.(4)	1,031	1,015	236,968	247,223	2,292,916	2,001,798	91,981	2,488,038	2,208,210	12.7	1,940,472	547,566
BOISE, IDAHO(8)**	15,155	8,298	414,239	295,541	1,809,969	1,857,955	250,787	2,055,429	2,033,445	1.1	2,185,519	130,090-
BOSTON(32)**	833,262	777,928	16,047,245	15,351,523	33,177,648	28,973,322	7,729,331	42,764,849	38,595,399	10.8	41,138,046	1,626,803
BRIDGEPORT, CONN.(5)	8,724	13,418	699,799	421,228	3,345,163	2,740,615	462,193	3,597,841	2,859,654	25.8	3,422,542	175,299
BROWNSVL-HARLINGEN-SAN BENITO, TX(4)			829,966	689,076	1,682,678	1,622,949	256,818	2,255,826	2,114,009	6.7	1,892,870	362,956
BRYAN-COLLEGE STATION, TEX.(5)		3,600	30,473	157,005	1,321,487	1,006,014	27,599	1,330,460	1,131,024	17.6	1,113,588	216,872
BUFFALO, N.Y.(21)	297,284	248,257	4,299,816	4,343,885	13,134,036	11,393,350	2,149,694	15,669,347	14,083,026	11.3	13,346,505	2,322,842
BURLINGTON, N.C.(5)			218,072	196,395	895,527	859,229	19,748	1,097,715	1,051,643	4.4	1,057,560	40,155
CANTON, OHIO(10)	13,880	14,552	948,592	968,715	4,132,909	3,876,602	458,553	4,710,593	4,487,115	5.0	3,930,248	780,345
CEDAR RAPIDS, IOWA(8)	15,761	17,316	1,210,716	884,692	4,113,570	3,823,705	558,195	4,840,101	4,263,366	13.5	4,138,207	701,894
CHAMPAIGN-URBANA-RANTOUL, ILL.(8)	7,996	3,784	373,876	310,423	2,072,256	1,802,994	144,005	2,375,242	2,024,912	17.3	2,407,133	31,891-

Metropolitan areas (number of stations[1] reporting in parentheses)	Time Sales											
	Network		National and regional advertisers		Local advertisers			Total broadcast revenues[2]			Total broadcast expenses	Total broadcast income
	1979	1978	1979	1978	1979	1978	Commissions	1979	1978	% change	1979	1979
CHARLESTON, W. VA.(11)	35,084	28,846	837,586	858,147	3,388,216	2,847,959	200,634	4,082,641	3,585,982	13.9	3,454,364	628,277
CHARLESTON-N. CHARLESTON, S.C.(16)	17,593	20,134	650,199	644,471	4,251,229	3,908,071	368,022	4,566,737	4,248,187	7.5	4,474,444	92,293
CHARLOTTE-GASTONIA, N.C.(21)	191,219	155,097	3,529,098	2,951,387	11,342,698	10,014,639	1,886,441	13,386,258	11,716,092	14.3	11,432,080	1,954,178
CHATTANOOGA, TENN.-GA.(14)**	28,508	34,200	619,466	489,169	3,956,833	4,279,584	286,232	4,355,820	4,652,760	- 6.4	4,436,325	80,505-
CHICAGO(64)**	1,115,379	1,024,903	28,788,669	29,029,824	79,362,850	71,395,438	15,457,324	95,126,212	87,625,459	8.6	87,905,552	7,220,660
CINCINNATI, OHIO-KY.(19)	446,306	433,134	4,810,015	4,589,777	19,662,866	18,607,843	3,427,135	21,623,963	20,481,095	5.6	19,210,406	2,413,557
CLARKSVILLE-HOPKINSVILLE, TN-KY(8)	1,447		171,034	141,226	1,794,735	1,217,532	28,122	1,951,149	1,347,489	44.8	1,641,664	309,485
CLEVELAND(24)	457,627	451,578	7,691,729	7,177,400	27,143,099	23,449,444	4,845,748	30,719,520	26,661,393	15.2	27,598,043	3,121,477
COLORADO SPRINGS, COLO.(11)**	1,004	2,985	566,320	561,429	3,334,324	3,085,736	428,046	3,482,830	3,224,615	8.0	3,789,588	306,758-
COLUMBIA, MO.(4)	6,941	12,947	112,556	106,230	1,152,046	973,472	63,479	1,209,572	1,044,877	15.8	1,195,235	14,337
COLUMBIA, S.C.(8)	42,963	48,700	1,088,404	1,124,742	4,869,771	4,215,608	475,619	5,651,615	5,199,578	8.7	5,212,243	439,372
COLUMBUS, GA.-ALA.(9)	20,641	6,064	688,303	597,103	2,643,138	2,247,233	281,070	3,166,564	2,678,981	18.2	3,528,791	362,227-
COLUMBUS, OHIO(19)**	167,522	156,188	4,205,039	3,828,298	15,386,879	13,410,597	2,823,399	17,040,391	15,020,081	13.5	11,686,504	5,353,887
CORPUS CHRISTI, TEX.(13)	21,634	23,568	1,334,923	1,392,592	2,899,757	3,138,408	377,181	3,892,343	4,175,484	- 6.8	3,714,165	178,178
DALLAS-FORT WORTH(38)**	560,817	512,463	13,560,408	11,974,197	35,530,972	32,415,565	7,067,891	42,838,165	38,158,366	12.3	37,764,400	5,073,765
DAVENPT-ROCK ISL-MOLINE, IA-IL(10)**	24,948	25,511	1,194,596	1,258,328	4,803,251	4,388,271	674,348	5,407,696	5,069,996	6.7	5,320,948	86,748
DAYTON, OHIO(15)	92,408	93,191	2,007,502	1,908,824	11,163,642	10,520,406	1,793,309	11,572,025	10,907,563	6.1	8,784,578	2,787,447
DAYTONA BEACH, FLA.(12)	3,750	1,704	575,521	645,689	2,411,864	1,858,865	153,595	2,902,669	2,379,287	22.0	3,301,211	398,542-
DENVER-BOULDER, COLO.(32)**	330,079	294,086	6,761,307	6,433,054	22,073,080	20,595,695	4,325,631	25,303,429	23,347,480	8.4	23,643,311	1,660,118
DES MOINES, IOWA(13)	81,974	85,061	1,995,163	1,697,390	6,500,087	6,243,539	1,135,407	7,668,292	7,183,764	6.7	6,857,912	810,380
DETROIT(38)**	894,607	779,156	14,186,158	14,845,408	38,498,279	38,532,620	7,307,142	46,549,732	46,519,844	.1	45,510,862	1,038,870
DULUTH-SUPERIOR, MINN.-WIS.(12)**	19,592	27,136	382,542	413,578	2,762,503	3,602,927	137,147	3,070,118	3,902,754	- 21.3	2,819,109	251,009
EAU CLAIRE, WIS.(8)	3,928		314,702	288,532	2,554,269	2,273,334	77,425	2,850,454	2,563,141	11.2	2,497,715	352,739
EL PASO, TEX.(16)**	35,166	29,003	1,903,860	1,609,665	3,526,864	2,732,876	612,929	4,886,159	3,876,283	26.1	6,036,690	1,150,532-
ELMIRA, N.Y.(7)	4,830	3,090	263,628	212,259	1,049,432	1,029,135	34,586	1,291,404	1,217,906	6.0	1,356,492	65,088-
ERIE, PA.(9)	16,809	18,045	310,216	441,472	2,359,372	2,356,526	200,263	2,529,179	2,634,897	- 4.0	2,464,016	65,163
EUGENE-SPRINGFIELD, ORE.(12)**	7,462	17,384	1,318,958	1,387,120	3,388,513	3,902,282	582,407	4,181,509	4,728,874	- 11.6	4,916,650	735,141-
EVANSVILLE, IND.-KY.(14)**	5,578	5,640	467,373	470,994	5,025,282	4,592,582	311,807	5,264,377	4,827,521	9.0	4,738,721	525,656
FALL RIVER(3)	313		170,366		792,931		5,124	914,764			1,049,660	134,896-
FARGO-MOORHEAD, MINN.-N.D.(7)	17,978	14,587	726,751	622,708	3,724,796	3,215,653	246,430	4,263,059	3,693,048	15.4	4,255,996	7,063
FAYETTEVILLE, N.C.(6)	64,321	67,701	632,442	474,499	2,014,325	2,011,313	121,447	2,596,823	2,475,877	4.9	2,286,462	310,361
FAYETTEVILLE-SPRINGDALE, ARK.(11)			338,294	257,352	2,401,581	2,111,842	68,774	2,695,438	2,353,953	14.5	2,475,981	219,457
FITCHBURG-LEOMINSTER, MASS.(4)**	5,518	3,275	158,143	180,301	723,419	648,430	60,293	831,792	899,306	- 7.5	980,220	148,428-
FLINT, MICH.(10)	85,825	68,629	1,371,232	1,321,842	5,554,473	5,486,896	630,998	6,401,379	6,257,860	2.3	5,276,596	1,124,783
FLORENCE, ALA.(10)	6,410	1,477	197,802	113,172	1,901,650	1,954,972	60,137	2,055,048	2,039,944	.7	1,986,245	68,803
FORT COLLINS,COLO.(7)	73,185	70,839	641,787	324,814	1,418,065	1,366,779	66,838	2,097,750	1,725,468	21.6	1,898,804	198,946
FORT LAUDERDALE-HOLLYWOOD, FLA.(11)	49,263	51,184	2,861,539	2,723,556	9,609,572	7,693,200	1,715,376	10,870,276	9,218,925	17.9	11,088,833	218,557-
FORT MYERS-CAPE CORAL, FLA.(8)	1,638	1,082	557,910	442,751	2,138,785	1,890,219	166,762	2,540,511	2,215,823	14.7	2,818,025	277,514-
FORT SMITH, ARK.-OKLA.(14)**	4,414	3,997	214,720	266,708	1,839,642	1,525,549	80,444	1,992,965	1,723,248	15.7	2,077,356	84,391-
FORT WAYNE, IND.(13)**	26,893	27,274	1,142,891	1,326,653	5,999,877	5,770,107	826,168	6,415,878	6,322,133	1.5	5,802,289	613,589
FRESNO, CALIF.(17)**	59,183	87,643	2,515,838	2,775,583	5,511,695	6,523,430	1,095,684	7,070,101	8,250,071	- 14.3	6,917,086	153,015
GADSDEN, ALA.(4)			164,677	162,656	1,896,056	1,567,775	71,532	1,989,201	1,675,705	18.7	1,803,680	185,521

Metropolitan areas (number of stations[1] reporting in parentheses)	Time Sales							Total broadcast revenues[2]		% change	Total broadcast expenses 1979	Total broadcast income 1979
	Network		National and regional advertisers		Local advertisers							
	1979	1978	1979	1978	1979	1978	Commissions	1979	1978			
GAINESVILLE, FLA.(8)	4,224	3,512	242,903	189,923	1,568,647	1,351,177	105,633	1,792,006	1,473,174	21.6	1,643,948	148,058
GALVESTON-TEXAS CITY, TEX.(3)	752	652	235,979	220,527	555,678	568,538	65,179	752,034	743,319	1.2	756,524	4,490-
GARY-HAMMOND-EAST CHICAGO, IND.(7)**	13,454	13,663	504,391	433,110	2,777,184	2,699,146	178,168	3,128,828	3,048,561	2.6	2,790,250	338,578
GRAND FORKS, MINN.(9)			416,372	323,181	2,804,875	2,373,831	59,280	3,242,974	2,730,025	18.8	2,705,324	537,650
GRAND RAPIDS, MICH.(21)	52,411	45,114	1,505,500	1,534,508	9,040,329	8,073,092	1,150,879	9,538,960	8,676,118	9.9	8,727,776	811,184
GREAT FALLS, MONT.(7)		804	345,475	274,321	1,701,550	1,737,115	117,306	1,960,423	2,001,485	- 2.1	2,117,761	157,338-
GREEN BAY, WIS.(5)	13,224	10,003	488,491	631,267	2,653,010	2,369,393	211,764	2,974,415	2,779,686	7.0	2,868,137	106,278
GRNSBORO-WNSTN SLM-HIGH PT, NC(27)**	56,204	23,018	1,503,527	1,279,987	9,031,492	8,990,158	759,315	9,870,241	9,666,591	2.1	9,169,932	700,309
GREENVILLE-SPARTANBURG, S.C.(23)**	60,018	55,051	1,383,387	1,243,489	6,724,579	6,512,332	512,929	7,850,169	7,588,831	3.4	6,864,839	985,330
HAMILTON-MIDDLETOWN, OHIO(6)**	7,697	28,559	600,507	446,786	1,545,485	1,953,975	120,010	2,568,138	2,750,432	- 6.6	3,027,348	459,210-
HARRISBURG, PA.(13)	48,151	44,338	1,056,031	1,038,595	4,416,366	4,002,454	548,114	5,161,182	4,765,335	8.3	4,500,788	660,394
HARTFORD, CONN.(12)**	181,878	120,360	3,532,607	2,941,962	8,904,393	7,787,456	1,835,438	10,833,569	9,410,643	15.1	10,585,803	247,766
HONOLULU(20)	37,916	35,764	1,033,005	940,464	9,055,545	7,940,627	988,968	9,543,553	8,617,558	10.7	10,838,583	1,295,030-
HOUSTON, TEX.(33)**	284,704	275,551	11,357,126	9,893,151	38,011,518	32,640,603	7,404,385	42,433,223	36,817,317	15.3	31,587,832	10,845,391
HUNTINGTON-ASHLAND, WVA-KY-OH(13)**	15,490	19,482	1,026,541	925,088	3,291,878	2,896,124	228,299	4,165,881	3,590,411	16.0	3,478,390	687,491
HUNTSVILLE, ALA.(16)	6,388	5,943	366,709	397,877	3,228,477	2,735,307	162,696	3,479,850	2,993,696	16.2	3,222,156	257,694
IOWA CITY(3)			87,706		961,874		18,012	1,034,568			1,003,168	31,400
INDIANAPOLIS, IND.(22)	309,728	310,843	5,062,248	4,651,271	17,725,549	16,111,901	3,376,512	19,810,537	18,415,871	7.6	17,576,637	2,233,900
JACKSON, MICH.(5)	867	752	96,451	163,624	1,266,836	1,080,344	69,831	1,294,523	1,180,755	9.6	1,280,153	14,370
JACKSON, MISS.(15)**	7,581	11,735	761,874	632,918	4,903,715	4,452,801	398,982	5,514,148	4,936,592	11.7	4,933,910	580,238
JACKSONVILLE, FLA.(29)**	91,243	77,954	1,789,326	2,089,695	6,311,642	6,364,176	957,308	7,310,268	7,673,915	- 4.7	8,588,182	1,277,914-
JOHNSON CY-KINGSPRT-BRSTL, TN-VA(23)	20,453	29,948	594,702	640,290	4,080,310	4,058,946	112,652	4,662,095	4,656,217	.1	4,727,432	65,337-
JOHNSTOWN, PA.(15)	22,774	18,401	237,446	194,875	2,256,175	1,981,441	80,617	2,458,049	2,136,171	15.1	2,356,743	101,306
KALAMAZOO-PORTAGE, MICH.(7)	5,948	4,337	441,105	523,047	2,806,171	2,804,224	233,742	3,052,908	3,113,642	- 2.0	3,021,302	31,606
KANSAS CITY, MO.-KAN.(20)	288,975	222,835	5,477,443	4,871,734	16,529,680	15,600,616	3,284,677	19,046,700	17,570,212	8.4	16,768,303	2,278,397
KILEEN-TEMPLE, TEX.(8)**			296,631	298,803	2,519,936	1,736,799	47,053	2,830,809	2,048,718	38.2	2,303,842	526,967
KNOXVILLE, TENN.(15)	65,472	56,739	1,270,026	1,146,632	5,164,001	5,521,626	523,429	6,043,223	6,277,806	- 3.7	5,812,418	230,805
LACROSSE, WIS.(6)	4,892	6,316	228,079	256,552	2,176,144	1,839,029	62,223	2,427,737	2,256,237	7.6	2,145,202	282,535
LAFAYETTE, LA.(4)	378	322	619,409	372,605	2,010,248	1,756,032	204,206	2,476,293	2,042,883	21.2	2,055,893	420,400
LAFAYETTE-WEST LAFAYETTE, IND.(5)			301,487	299,695	1,681,766	1,534,565	37,739	1,973,587	1,820,381	8.4	1,953,348	20,239
LAKE CHARLES, LA.(8)	1,925	2,420	346,529	369,633	1,939,288	1,632,449	92,118	2,208,051	1,944,936	13.5	2,173,803	34,248
LAKELAND-WINTER HAVEN, FLA.(11)	14,126	11,484	503,767	521,408	2,659,171	2,421,253	181,932	3,046,994	2,840,169	7.3	3,578,662	531,668-
LANCASTER, PA.(9)	15,856	17,307	817,844	794,114	1,947,112	1,921,345	152,380	2,664,542	2,612,518	2.0	2,380,923	283,619
LANSING-EAST LANSING, MICH.(14)**	15,334	15,786	785,412	827,428	4,710,697	4,396,336	399,250	5,133,427	4,889,665	5.0	4,167,373	966,054
LAS CRUCES(5)			131,541		895,007		70,059	964,531			905,226	59,305
LAS VEGAS(14)	18,061	19,628	2,195,079	1,342,926	6,235,275	6,441,728	1,019,484	7,569,844	7,140,177	6.0	6,889,195	680,649
LAWTON, OKLA.(4)			142,435	163,994	911,576	820,480	23,447	1,033,344	970,607	6.5	1,014,667	18,677
LEWISTON-AUBURN, ME.(6)	2,325	261	74,329	87,437	1,148,998	1,043,842	87,892	1,159,881	1,040,388	11.5	1,325,853	165,972-
LEXINGTON-FAYETTE, KY.(12)**	12,415	10,447	642,917	465,547	5,023,434	4,952,690	542,915	5,141,091	5,013,047	2.6	4,115,710	1,025,381
LIMA, OHIO(9)	14,205	3,828	622,137	577,916	2,116,293	2,147,878	133,410	2,639,986	2,655,957	- .6	2,835,777	195,791-
LINCOLN, NEB.(7)	3,293	3,915	318,429	449,984	4,069,883	4,144,125	218,793	4,273,797	4,495,650	- 4.9	3,801,232	472,565

THE SOUNDS OF
Sinatra
Hosted by Sid Mark

Weekly 2-hour
Radio Special
call David Pollei
201-567-8800

BONNEVILLE
BROADCAST
CONSULTANTS

274 County Road, Tenafly, N.J 07670
A Division of Bonneville International Corporation

Metropolitan areas (number of stations[1] reporting in parentheses)	Time Sales: Network 1979	Time Sales: Network 1978	Time Sales: National and regional advertisers 1979	Time Sales: National and regional advertisers 1978	Time Sales: Local advertisers 1979	Time Sales: Local advertisers 1978	Commissions	Total broadcast revenues[2] 1979	Total broadcast revenues[2] 1978	% change	Total broadcast expenses 1979	Total broadcast income 1979
LITTLE ROCK-N. LITTLE ROCK, AR(15)	351,552	95,863	1,582,766	1,263,333	5,074,205	5,720,621	698,624	6,369,508	6,383,062	- .2	6,595,438	225,930-
LONG BRANCH-ASBURY PARK, N.J.(5)			334,267	235,241	1,301,227	1,119,199	73,484	1,562,010	1,301,827	20.0	1,217,050	344,960
LONGVIEW-MARSHALL, TEX.(9)			329,825	244,711	1,832,236	1,710,993	24,499	2,160,728	1,881,247	14.9	2,034,058	126,670
LORAIN-ELYRIA, OHIO(4)			199,716	190,422	1,476,558	1,819,079	56,057	1,655,464	1,971,199	- 16.0	1,404,895	250,569
LOS ANGELES-LONG BEACH, CALIF.(51)**	1,369,852	935,897	52,000,786	47,254,376	84,672,987	84,484,216	22,228,655	116,691,312	112,079,232	4.1	88,414,886	28,276,426
LOUISVILLE, KY.-IND.(17)	163,477	190,889	2,943,147	2,707,297	10,363,576	9,754,381	1,823,034	11,951,230	11,211,938	6.6	11,579,444	371,786
LUBBOCK, TEX.(13)**	4,563	8,262	647,049	637,703	4,037,353	3,956,645	329,319	4,376,824	4,334,819	1.0	4,506,043	129,219-
LYNCHBURG, VA.(13)	2,798	847	253,488	329,604	2,007,695	1,571,146	66,483	2,206,326	1,859,217	18.7	2,405,284	198,958-
MACON, GA.(12)**	24,804	19,742	485,913	636,056	2,408,077	2,445,788	146,500	2,830,426	2,993,986	- 5.5	2,595,333	235,093
MADISON, WIS.(9)	40,006	40,605	779,523	978,738	5,382,466	4,950,611	428,064	5,914,002	5,714,111	3.5	4,697,952	1,216,050
MANSCHESTER, N.H.(5)**	28,504	31,893	492,684	444,920	2,139,543	2,262,732	233,048	2,454,911	2,536,763	- 3.2	2,530,624	75,713-
MANSFIELD, OHIO(4)	1,234	1,100	271,319	282,542	1,206,795	1,128,829	51,786	1,596,238	1,468,875	8.7	1,282,068	314,170
MCALLEN-PHARR-EDINBURG, TEX.(7)			339,101	265,152	1,813,771	1,882,387	126,523	2,078,038	2,084,872	- .3	2,289,146	211,108-
MELBOURNE-TITUSVILLE-COCOA, FL.(12)		5,096	677,373	625,345	1,523,414	1,754,045	100,117	2,110,069	2,311,061	- 8.7	2,265,121	155,052-
MEMPHIS, TENN.-ARK.(20)	178,922	151,655	3,926,632	3,346,454	11,308,783	10,243,957	2,168,821	13,333,564	11,815,884	12.8	11,973,438	1,360,126
MIAMI, FLA.(23)**	277,258	234,033	7,448,393	6,526,505	21,001,548	19,759,485	4,313,374	24,668,638	22,893,740	7.8	24,580,783	87,855
MIDLAND, TEX.(7)			201,515	212,865	1,457,516	1,254,306	67,326	1,596,487	1,398,740	14.1	1,475,766	120,721
MILWAUKEE(23)**	249,976	216,512	3,888,627	4,155,518	16,622,816	15,893,469	2,810,389	18,082,883	18,305,944	- 1.2	15,751,732	2,331,151
MINNEAPOLIS-ST. PAUL(32)	348,522	290,687	6,537,480	6,035,073	26,499,447	23,165,070	5,478,118	30,886,601	27,309,988	13.1	22,435,284	8,451,317
MOBILE, ALA.(17)**	52,977	37,356	843,956	1,244,017	4,406,764	3,941,936	505,444	4,959,547	4,870,496	1.8	5,090,534	130,987-
MODESTO, CALIF.(9)**	151	2,717	1,240,798	1,190,156	1,862,486	2,208,776	246,600	2,872,864	3,196,914	- 10.1	2,953,611	80,747-
MONROE, LA.(7)**	905	775	314,938	270,142	1,753,965	1,821,860	209,796	1,868,592	1,913,625	- 2.4	1,461,342	407,250
MONTGOMERY, ALA.(14)	6,563	6,484	616,067	454,985	3,690,792	3,559,935	129,090	4,253,160	3,859,214	10.2	4,455,583	202,423-
MSKGN-MSKGN HTS-NORTON SHRS, MICH(7)	1,084	942	43,615	66,596	1,707,155	1,767,854	57,191	1,695,199	1,769,563	- 4.2	1,687,474	7,725
NASHVILLE-DAVIDSON, TENN.(27)**	139,427	139,395	3,766,776	3,043,753	11,018,512	10,455,655	1,766,084	13,270,915	12,174,283	9.0	13,767,324	496,409-
NASSAU-SUFFOLK, N.Y.(21)**	6,000	4,574	4,848,741	3,070,330	9,194,962	7,616,867	1,388,649	12,835,913	9,765,044	31.4	11,535,026	1,300,887
NEW BEDFORD, MASS.(4)**	617	623	6,127	42,083	1,368,578	1,581,952	52,318	1,339,821	1,580,658	- 15.2	1,156,456	183,365

THE SOUNDS OF
Sinatra
Hosted by Sid Mark

Weekly 2-hour
Radio Special
call David Pollei
201-567-8800

BONNEVILLE
BROADCAST
CONSULTANTS

274 County Road, Tenafly, N.J 07670
A Division of Bonneville International Corporation

Metropolitan areas (number of stations[1] reporting in parentheses)	Time Sales: Network 1979	Time Sales: Network 1978	Time Sales: National and regional advertisers 1979	Time Sales: National and regional advertisers 1978	Time Sales: Local advertisers 1979	Time Sales: Local advertisers 1978	Commissions	Total broadcast revenues[2] 1979	Total broadcast revenues[2] 1978	% change	Total broadcast expenses 1979	Total broadcast income 1979
NEW BRITAIN, CONN.(4)			402,965	725,375	1,317,086	1,358,195	193,403	1,549,077	1,839,314	- 15.8	1,804,453	255,376-
NEW HAVEN-WEST HAVEN, CONN.(6)	1,442		1,148,350	1,061,361	4,934,031	4,477,586	722,837	5,607,842	5,084,394	10.3	5,716,086	108,244-
NEW LONDON-NORWICH, CONN.-R.I.(7)			191,702	248,669	2,084,740	2,174,281	108,448	2,170,695	2,371,860	- 8.5	1,926,952	243,743
NEW ORLEANS(20)**	166,347	152,775	3,862,712	3,385,440	13,282,262	12,492,440	2,311,109	15,291,350	14,061,500	8.7	13,822,799	1,468,551
NEW YORK(41)	2,064,486	1,871,901	33,411,439	35,635,312	95,426,757	91,707,478	17,517,899	114,237,435	112,815,750	1.3	100,679,965	13,557,470
NEWARK, N.J.(12)	63,192	81,984	2,097,457	1,993,584	7,159,221	6,530,782	714,365	8,611,771	7,836,673	9.9	8,266,057	345,714
NEWPORT NEWS-HAMPTON, VA.(9)	4,178	1,114	644,057	644,897	2,382,960	2,134,563	310,784	2,780,391	2,521,480	10.3	3,235,416	455,025-
NORFOLK-VA. BEACH-PORTSMTH, VA(15)**	126,358	104,595	2,526,192	2,237,989	6,736,564	7,086,817	1,206,463	8,426,025	8,550,474	- 1.5	8,162,617	263,408
NORTHEAST PENNSYLVANIA, PA.(23)**	78,214	71,171	921,771	1,151,228	6,067,240	5,647,943	453,047	6,737,704	6,538,140	3.1	6,719,106	18,598
ODESSA, TEX.(5)**			272,706	314,235	1,042,350	1,292,535	79,543	1,243,174	1,516,786	- 18.0	1,214,968	28,206
OKLAHOMA CITY(20)**	117,918	86,889	2,691,317	2,480,910	10,509,809	9,778,443	1,497,696	12,101,497	11,375,260	6.4	12,926,134	824,637-
OMAHA(11)**	183,889	130,665	2,114,520	2,117,870	5,943,718	6,492,692	1,165,034	7,254,969	7,654,959	- 5.2	6,690,382	564,587
ORLANDO, FLA.(16)**	58,023	36,078	1,809,098	1,890,257	7,705,592	7,430,202	1,140,716	8,483,970	8,491,416	- .1	7,879,977	603,993
OXNARD-SIMI VALLEY-VENTURA, CAL.(10)	58,253	55,875	571,844	685,887	2,754,743	3,520,544	191,247	3,231,173	4,070,493	- 20.6	3,036,555	194,618
PARKERSBURG-MARIETTA, W.VA.-OHIO(8)			149,935	207,739	1,848,357	2,359,506	46,157	1,962,116	2,509,631	- 21.8	2,093,291	131,175-
PASCAGOULA-MOSS POINT, MISS.(6)			16,564	246,102	636,233	357,035	5,316	665,591	596,751	11.5	626,636	38,955
PENSACOLA, FLA.(11)	14,041	11,500	390,604	330,817	3,309,644	3,292,335	198,020	3,586,770	3,542,997	1.2	3,627,729	40,959-
PEORIA, ILL.(12)	17,437	13,747	1,190,404	1,180,698	3,987,783	3,666,968	490,188	4,789,148	4,483,443	6.8	4,685,361	103,787
PETERSBRG-CLNL HTS-HOPEWELL, VA(5)**			160,298	155,713	1,053,121	992,580	34,539	1,196,790	1,146,740	4.4	1,152,013	44,777
PHILADELPHIA, PA.-N.J.(35)	725,631	720,422	16,143,306	15,987,754	35,432,257	34,542,003	7,932,619	45,353,530	44,023,535	3.0	40,667,423	4,686,107
PHOENIX, ARIZ.(31)**	154,970	160,344	6,782,934	6,032,525	16,355,173	11,805,185	3,005,747	20,429,608	15,853,535	28.9	18,824,638	1,604,970
PINE BLUFF, ARK.(6)			62,117	73,613	864,760	933,423	25,795	901,210	984,258	- 8.4	846,358	54,852
PITTSBURGH, PA.(38)**	341,242	304,835	8,759,382	8,533,409	20,006,148	18,818,824	3,915,310	25,511,615	24,317,030	4.9	24,622,055	889,560
PITTSFIELD, MASS.(6)	2,559	1,827	53,422	75,841	1,260,655	1,089,473	60,711	1,273,266	1,126,413	13.0	1,205,994	67,272
PORTLAND, ME.(11)	47,113	29,866	660,023	682,968	2,824,769	2,377,169	364,165	3,245,812	2,841,624	14.2	3,530,105	284,293-
PORTLAND, ORE.-WASH.(22)**	163,514	183,394	6,564,599	6,452,022	12,220,463	13,363,617	2,969,220	16,098,778	17,029,623	- 5.5	14,366,484	1,732,294

Confidentially.
We know
your
market . . .

In the last two years we have *sold* over 100 stations in the markets you see here . . . and we have *appraised* hundreds more.

Coast to coast, our network of experienced brokers offers the greatest source of in-depth knowledge and experience available.

Put Our Experience to Work for You!

BLACKBURN
& COMPANY, INC.

RADIO • TV • CATV
• NEWSPAPER BROKERS/
NEGOTIATIONS
• FINANCING
• APPRAISALS

Washington, D.C. 20036
1111 19th St. N.W.
(202) 331-9270

Atlanta 30361
400 Colony Square
(404) 892-4655

Chicago 60601
333 N. Michigan Ave.
(312) 346-6460

Beverly Hills 90212
9465 Wilshire Blvd.
(213) 274-8151

Metropolitan areas (number of stations[1] reporting in parentheses)	Time Sales						Commissions	Total broadcast revenues[2]		% change	Total broadcast expenses 1979	Total broadcast income 1979
	Network		National and regional advertisers		Local advertisers							
	1979	1978	1979	1978	1979	1978		1979	1978			
POUGHKEEPSIE, N.Y.(5)			193,501	284,731	1,866,699	1,978,240	101,051	2,043,890	2,223,474	- 8.1	1,946,957	96,933
PROVIDENCE-WRWCK-PWTCKT, RI-MA(20)**	99,451	97,290	3,439,561	2,942,318	6,562,163	6,612,795	1,353,504	8,969,965	8,660,984	3.6	9,086,647	116,682-
PROVO-OREM, UTAH(4)			100,358	110,469	1,249,069	1,187,823	93,726	1,255,701	1,225,253	2.5	1,339,398	83,697-
PUEBLO, COLO.(8)**			173,770	349,675	1,352,946	1,213,892	244,949	1,309,683	1,349,203	- 2.9	1,709,708	400,025-
RACINE, WIS.(4)**	9,852	7,465	182,557	242,071	1,273,342	1,186,601	66,225	1,405,462	1,367,174	2.8	1,309,965	95,497
RALEIGH-DURHAM, N.C.(17)	109,631	86,652	1,955,748	1,939,981	6,669,399	7,193,116	871,063	7 878,115	8,333,321	- 5.5	7,336,116	541,999
RAPID CITY, S.D.(8)	5,532	4,338	300,678	209,919	2,340,188	2,157,926	27,798	2,632,782	2,354,075	11.8	2,222,489	410,293
READING, PA.(5)	20,027	12,316	207,411	221,051	2,787,063	2,512,520	108,352	2,913,995	2,672,114	9.1	2,758,000	155,995
RENO(10)	18,014	23,505	933,390	619,750	4,101,030	2,884,040	573,340	4,520,197	3,189,701	41.7	3,991,230	528,967
RICHLAND-KENNEWICK-PASCO, WASH.(10)			431,994	391,413	2,316,049	2,046,102	231,653	2,518,386	2,281,829	10.4	2,319,361	199,025
RICHMOND, VA.(14)	84,638	122,224	1,625,962	2,402,944	5,654,137	7,317,036	880,900	6,698,168	8,663,351	- 22.7	6,481,139	217,029
RVRSIDE-SN BRNRDNO-ONTARIO, CA(40)**	108,738	140,311	1,728,003	1,765,051	8,134,085	6,692,735	671,783	9,357,501	7,952,953	17.7	9,134,882	226,619
ROANOKE, VA.(11)**	37,524	30,032	825,898	729,621	3,449,539	2,749,503	378,887	4,002,714	3,241,960	23.5	3,281,357	721,357
ROCHESTER, MINN.(7)			211,696	250,371	1,792,113	1,549,649	78,097	2,073,746	1,760,096	17.8	2,146,362	72,616-
ROCHESTER, N.Y.(18)	230,965	219,030	2,192,376	2,361,631	8,605,900	7,824,596	1,495,598	9,711,937	9,059,862	7.2	8,392,914	1,319,023
ROCKFORD, ILL.(11)	8,371	8,687	497,130	424,218	4,114,244	3,404,617	322,853	4,430,540	3,663,434	20.9	3,891,740	538,800
SACRAMENTO, CALIF.(18)	109,896	126,244	6,903,943	3,905,724	9,271,160	6,668,618	2,280,677	14,026,852	9,233,862	51.9	12,704,520	1,322,332
SAGINAW, MICH.(5)	12,137	6,693	263,074	351,697	1,992,733	2,064,133	191,537	2,088,630	2,229,975	- 6.3	2,014,981	73,649
SALEM, ORE.(7)			349,507	305,866	1,348,470	1,158,358	130,016	1,599,488	1,337,828	19.6	1,769,667	170,179-
SALINAS-SEASIDE-MONTEREY, CALIF.(13)	4,336	6,311	1,058,649	926,035	2,787,505	2,585,922	343,737	3,590,378	3,275,067	9.6	3,830,689	240,311-
SALT LAKE CITY-OGDEN, UTAH(23)	129,268	136,738	3,075,819	2,461,871	12,342,832	10,577,906	2,235,688	13,650,888	12,113,761	12.8	11,989,722	1,671,166
SAN ANGELO, TEX.(7)**			248,522	222,289	1,318,799	1,259,525	52,520	1,519,580	1,441,263	5.4	1,698,460	178,880-
SAN ANTONIO, TEX.(27)	113,319	116,341	5,404,557	4,656,676	14,006,853	12,593,272	2,370,949	17,386,206	15,394,857	12.9	14,589,958	2,796,248
SAN DIEGO(22)	121,837	120,461	7,612,431	8,347,773	18,804,918	16,944,668	4,053,173	22,810,517	21,378,040	6.7	20,620,939	2,189,578
SAN FRANCISCO-OAKLAND(37)**	564,854	368,931	25,306,802	24,170,045	51,697,501	46,199,063	12,506,147	65,350,569	59,158,514	10.5	61,665,360	3,685,209
SAN JOSE, CALIF.(15)			3,413,233	2,980,149	14,467,470	12,279,100	2,495,246	15,404,899	13,224,045	16.5	13,505,341	1,899,558
SNT BARBARA-SNT MARIA-LMPC, CA(18)**	36,552	29,906	737,742	557,956	3,152,084	2,863,729	305,043	3,679,816	3,228,504	14.0	3,474,071	205,745

Buying or Selling . . .

Consult Blackburn First.

Our experience can mean the difference between an excellent deal and a costly mistake.

- BROKERAGE
- APPRAISALS
- FINANCING

Put Our Experience to Work for You!

BLACKBURN & COMPANY, INC.

Washington, D.C. 20036
1111 19th St. N.W.
(202) 331-9270

Atlanta 30361
400 Colony Square
(404) 892-4655

Chicago 60601
333 N. Michigan Ave.
(312) 346-6460

Beverly Hills 90212
9465 Wilshire Blvd.
(213) 274-8151

Metropolitan areas (number of stations[1] reporting in parentheses)	Time Sales						Commissions	Total broadcast revenues[2]		% change	Total broadcast expenses 1979	Total broadcast income 1979
	Network		National and regional advertisers		Local advertisers							
	1979	1978	1979	1978	1979	1978		1979	1978			
SANTA CRUZ, CALIF.(4)	4,403	4,207	162,725	111,530	613,799	582,898	30,934	759,929	680,310	11.7	815,030	55,101-
SANTA ROSA, CALIF.(6)			233,137	246,417	1,730,181	1,703,245	100,845	1,892,790	1,919,643	- 1.4	1,813,021	79,769
SARASOTA, FLA.(9)**	2,050	1,263	223,893	135,069	1,636,096	1,739,866	119,483	1,800,090	1,733,180	3.9	2,167,933	367,843-
SAVANNAH, GA.(11)**	2,709	16,138	247,780	412,891	1,945,717	2,373,828	130,744	2,103,988	2,732,315	- 23.0	2,208,722	104,734-
SEATTLE-EVERETT, WASH.(31)**	255,686	313,736	9,157,882	8,081,411	28,364,352	22,290,613	5,308,382	32,702,515	26,479,397	23.5	26,824,959	5,877,556
SHERMAN-DENISON, TEX.(5)**			198,325	157,150	778,570	646,135	34,829	959,747	794,516	20.8	951,400	8,347
SHREVEPORT, LA.(17)	56,476	42,302	1,378,373	1,129,067	5,371,869	4,652,927	623,631	6,396,748	5,614,780	13.9	5,706,425	690,323
SIOUX CITY, IOWA(6)	1,218	1,170	328,828	[illegible]03,535	1,955,641	1,778,434	118,012	2,194,267	2,000,629	9.7	2,192,128	2,139
SIOUX FALLS, S.D.(9)	2,829	2,988	569,926	538,721	2,497,973	2,042,962	169,138	3,060,962	2,442,354	25.3	2,725,338	335,624
SOUTH BEND, IND.(9)	9,846	10,116	455,888	473,576	3,306,096	2,524,106	379,563	3,395,979	2,750,299	23.5	2,924,459	471,520
SPOKANE, WASH.(16)**	32,333	32,392	1,367,690	1,382,896	4,366,711	4,596,100	739,018	5,059,398	5,283,830	- 4.2	5,116,222	56,824-
SPRINGFIELD, ILL.(4)	2,679	5,327	34,416	522,264	1,356,776	3,025,950	74,465	1,330,829	3,407,040	- 60.9	1,147,932	182,897
SPRINGFIELD, MO.(10)	25,851	22,369	639,054	496,791	4,048,749	3,730,361	340,599	4,513,275	4,032,784	11.9	4,150,663	362,612
SPRINGFIELD, OHIO(6)**	5,265	2,194	279,039	34,195	2,561,721	1,257,548	121,637	2,769,596	1,220,940	126.8	2,081,816	687,780
SPRINGFLD-CHICOPEE-HOLYOKE, MASS(13)	39,300	3,792	1,378,887	1,491,447	4,800,858	4,192,405	700,419	5,536,501	5,111,880	8.3	5,401,399	135,102
ST. CLOUD, MINN.(8)			368,937	342,909	3,153,429	2,998,344	76,853	3,457,498	3,297,633	4.8	2,989,123	468,375
ST. JOSEPH, MO.(4)	20,922	19,442	408,250	387,590	1,529,691	1,407,645	158,891	1,815,789	1,683,483	7.9	1,622,361	193,428
ST. LOUIS, MO.-ILL.(35)**	192,886	211,304	9,517,442	9,777,582	23,786,523	23,987,574	4,866,670	29,069,547	29,280,814	- .7	24,416,997	4,652,550
STEUBENVILLE-WEIRTON, OHIO-W. VA.(4)	1,263	1,852	335,711	335,635	1,056,301	927,552	69,608	1,344,552	1,200,675	12.0	1,156,755	187,797
STOCKTON, CALIF.(8)			549,819	529,429	2,424,634	1,621,411	311,515	2,712,876	1,913,619	41.8	2,145,815	567,061
SYRACUSE, N.Y.(20)	246,437	97,366	1,565,324	1,569,313	5,995,427	5,514,266	918,066	7,018,153	6,499,476	8.0	7,231,803	213,650-
TACOMA, WASH.(7)			568,010	616,340	2,843,852	2,687,507	337,996	3,124,413	2,969,573	5.2	3,059,810	64,603
TALLAHASSEE, FLA.(9)	25,474	24,646	572,034	432,193	1,674,388	1,191,758	135,178	2,179,840	1,581,673	37.8	2,616,093	436,253-
TAMPA-ST. PETERSBURG, FLA.(27)**	216,503	182,687	4,402,038	4,182,038	12,787,069	11,552,459	2,251,809	15,618,927	13,848,621	12.8	15,012,027	606,900
TERRE HAUTE, IND.(11)	16,336	8,547	365,391	320,443	2,023,460	1,700,089	180,059	2,235,880	1,876,469	19.2	2,492,954	257,074-
TEXARKANA, TEX.-ARK.(9)	1,179	442	245,830	194,226	1,386,528	1,208,065	78,221	1,595,466	1,369,033	16.5	1,308,187	287,279
TOLEDO, OHIO-MICH.(15)	103,065	52,054	1,711,527	1,500,416	8,164,524	8,598,578	1,155,657	8,893,299	9,034,083	- 1.6	8,177,537	715,762

WE MAKE THE FUTURE MORE CERTAIN

In an industry as subject to rapid technological and regulatory changes as broadcasting, it's difficult to predict what the future holds for television, radio or cable.

That's why when your focus is on the future, the name you should remember is Frazier, Gross & Clay. For more than thirty years, we've specialized in helping broadcasters and cable operators find out not only where they stand in their market today, but what that market will look like tomorrow.

Over the years, our special expertise in valuation and feasibility studies, cost benefit analyses and strategic planning has helped companies of all sizes develop sound plans for future growth. And we can do the same for you.

If you're ready to take some of the guesswork out of your future, we're ready to talk with you. Contact Susan D. Harrison, Manager, Economic Studies and Valuations.

FRAZIER, GROSS & CLAY
financial management consultants to radio, TV and cable systems nationwide
5028 Wisconsin Avenue, NW
Washington, DC 20016
(202) 966-2280

© 1980, Frazier, Gross & Clay

Metropolitan areas (number of stations[1] reporting in parentheses)	Time Sales: Network 1979	Network 1978	National and regional advertisers 1979	National and regional advertisers 1978	Local advertisers 1979	Local advertisers 1978	Commissions	Total broadcast revenues[2] 1979	Total broadcast revenues[2] 1978	% change	Total broadcast expenses 1979	Total broadcast income 1979
TOPEKA, KAN.(8)	19,782	18,236	808,647	792,963	3,251,202	2,977,549	367,979	3,763,257	3,486,696	7.9	3,696,095	67,162
TRENTON, N.J.(6)	2,331	2,253	184,168	198,182	2,664,371	2,269,790	142,295	2,811,079	2,410,980	16.6	2,731,973	79,106
TUCSON, ARIZ.(15)**	20,998	8,602	2,576,780	2,109,376	4,799,402	3,603,901	798,482	6,616,597	5,084,591	30.1	6,326,584	290,013
TULSA, OKLA.(19)	29,958	24,736	1,564,796	1,142,215	8,609,564	7,817,809	1,183,913	9,055,822	7,981,552	13.5	8,530,276	525,546
TUSCALOOSA, ALA.(8)	2,219	1,685	305,148	240,426	1,381,121	1,312,472	40,927	1,669,996	1,541,312	8.3	1,620,184	49,812
TYLER, TEX.(7)			221,316	184,638	2,141,409	1,503,897	84,942	2,299,580	1,655,997	38.9	2,145,327	154,253
UTICA-ROME, N.Y.(16)	44,704	33,707	474,828	477,594	3,235,553	2,545,959	212,511	3,562,695	2,872,035	24.0	3,900,867	338,172-
VINELAND-MILLVILLE-BRIDGETON, NJ(5)	1,263	1,430	112,648	85,514	742,288	654,813	11,766	850,748	723,898	17.5	902,430	51,682-
WACO, TEX.(7)	2,035	129	416,264	190,603	1,785,264	1,241,910	140,419	2,178,003	1,395,010	56.1	2,372,122	194,119-
WASHINGTON, D.C.-MD.-VA.(39)	575,700	428,383	14,894,532	12,448,276	43,836,014	40,070,769	8,400,379	51,282,629	45,601,037	12.5	44,103,071	7,179,558
WATERBURY, CONN.(6)	28,617	10,363	657,557	301,140	1,759,882	1,816,855	280,843	2,165,636	1,942,228	11.5	2,412,624	246,988-
WATERLOO-CEDAR FALLS, IOWA(6)	8,781	1,818	629,331	529,483	2,060,995	2,085,047	94,212	2,689,850	2,563,700	4.9	2,486,086	203,764
W. PALM BEACH-BOCA RATON, FLA.(19)**	13,193	12,556	1,052,414	1,233,141	6,016,528	4,800,334	740,625	6,427,895	5,519,032	16.5	7,135,912	708,017-
WHEELING, W. VA.-OHIO(9)	50,435	52,432	1,235,736	1,041,529	2,520,587	2,455,427	375,625	4,038,638	3,900,021	3.6	2,922,270	1,116,368
WICHITA, KAN.(12)	57,919	48,138	892,915	976,321	7,917,541	7,419,784	683,476	8,834,968	8,389,537	5.3	8,045,143	789,825
WICHITA FALLS, TEX.(5)	2,708	4,181	400,952	470,560	1,342,549	1,335,549	110,045	1,646,122	1,776,319	- 7.3	1,502,153	143,969
WILLIAMSPORT, PA.(6)**	1,132	5,409	138,903	85,706	1,482,008	1,554,833	3,930	1,655,689	1,686,409	- 1.8	1,641,871	13,818
WILMINGTON, DEL.-N.J.-MD.(10)	25,224	13,755	344,905	327,369	4,362,765	3,752,935	208,828	4,556,571	3,941,829	15.6	3,462,702	19,090,869
WILMINGTON, N.C.(10)	2,122	1,098	251,226	245,441	1,617,770	1,151,650	60,801	1,865,593	1,442,416	29.3	2,226,441	360,848-
WORCESTER, MASS.(6)	41,778	32,697	1,025,929	951,138	3,555,765	3,132,253	573,002	4,057,699	3,575,509	13.5	3,776,127	281,572
YAKIMA, WASH.(13)	7,447	4,962	692,544	579,050	2,109,041	2,010,669	232,019	2,625,157	2,461,465	6.7	2,485,231	139,926
YORK, PA.(12)	9,505	10,022	657,971	510,878	5,634,818	4,426,676	383,494	5,945,866	4,675,079	27.2	4,552,297	1,393,569
YOUNGSTOWN-WARREN, OHIO(11)	26,928	26,364	908,346	949,977	4,181,331	3,854,313	292,925	4,836,432	4,542,458	6.5	4,656,970	179,462
FAIRBANKS, AK.(3)			157,308	102,593	1,264,564	1,071,192	54,088	1,381,041	1,133,990	21.8	1,628,101	247,060-
DECATUR, ALA.(5)			55,118	25,764	972,716	959,505	15,659	1,024,644	1,004,345	2.0	1,075,548	50,904-
DOTHAN, ALA.(5)			120,129	103,894	1,118,281	1,059,698	24,816	1,220,565	1,144,529	6.6	1,189,509	31,056

Experience counts when
BUYING
OR
SELLING
Consult
NORMAN FISCHER
Over 10 years
of quality service
to broadcasters
* BROKERAGE
* APPRAISALS
* FINANCING
Norman Fischer & Associates, Inc.
P.O. Box 5308
Austin, Texas 78763
(512) 452-6489

METRO WEATHER SERVICE and
WTVN*-COLUMBUS, OHIO and WSYR**-SYRACUSE, N.Y.
are #1 in A.M. Drive.... YOU CAN BE TOO!!
Local and personalized forecasts — from 30 seconds to 5 minutes freshly prepared when you want them; every hour, 2 hours, etc.
Flexible Format ● Exclusively in your market
Variety of science features ● Warnings and updates at no extra cost
Serving the nation from our Forecast Center at J.F.K. Int'l Airport
Contact: Pat Pagano, Jr. ● Craig Weiner
Telex: 960127 Swift TXNYK ● TWX: 710-582-5598 Swift
Phone: (212) 978-0209
MSW
*ARBITRON-Columbus, Ohio, Apr.-May, 1980—15.4 Avg. Share Metro Survey Area. T.P. 12+ 6-10 A.M.
**ARBITRON-Aug. Share 27.8 between 7 & 10 A.M. 25-75 Year Old Group

Metropolitan areas (number of stations[1] reporting in parentheses)	Time Sales							Total broadcast revenues[2]		% change	Total broadcast expenses	Total broadcast income
	Network		National and regional advertisers		Local advertisers							
	1979	1978	1979	1978	1979	1978	Commissions	1979	1978		1979	1979
HOT SPRINGS, ARK.(6)**	624	1,471	133,165	162,610	582,860	731,798	26,642	694,806	873,914	- 20.5	653,988	40,818
JONESBORO, ARK.(4)			150,020	111,122	633,391	545,068	25,428	766,780	645,718	18.7	624,070	142,710
FLAGSTAFF, ARIZ.(4)	72	98	215,710	169,588	813,226	756,730	25,663	1,003,345	951,672	5.4	1,041,274	37,929-
YUMA, ARIZ.(4)		13,894	156,401	134,129	822,504	805,845	45,616	936,242	918,417	1.9	1,111,073	174,831-
CHICO, CALIF.(4)	3,969	2,346	308,403	321,214	1,324,345	1,190,573	84,375	1,556,384	1,433,666	8.6	1,273,809	282,575
REDDING, CALIF.(4)	2,704	2,360	256,354	251,916	1,408,980	1,553,458	52,076	1,625,184	1,758,384	- 7.6	1,576,716	48,468
SAN LUIS OBISPO, CALIF.(5)$$	427	737	153,750	207,752	801,576	1,168,650	43,627	951,333	1,467,161	- 34.5	1,296,623	335,290-
SOUTH LAKE TAHOE, CALIF.(4)			3,411,115	356,108	1,225,864	943,275	43,480	1,523,719	1,252,581	21.6	1,524,051	332-
GRAND JUNCTION, COLO.(6)	3,069	21,916	111,736	144,047	1,578,769	1,215,925	62,581	1,560,811	1,421,255	16.9	1,718,651	57,840-
LEESBURG, FLA.(3)**			3,572	18,472	522,863	911,409	18,627	507,808	873,710	- 41.9	525,540	17,732-
OCALA, FLA.(5)			270,072	231,312	1,467,597	1,264,202	40,971	1,696,698	1,470,459	15.4	1,444,882	251,816
VERO BEACH, FLA.(3)	112	223	35,979	24,912	683,916	584,133	15,010	728,286	613,093	18.8	762,715	34,429-
BRUNSWICK, GA.(5)	1,521	380	74,511	60,408	608,170	612,937	17,298	683,564	674,646	1.3	1,018,287	334,723-
DALTON, GA.(3)			90,736	86,409	550,498	540,873		641,234	627,282	2.2	472,186	169,048
GAINESVILLE, GA.(5)	1,533	1,386	129,805	168,252	1,079,638	1,015,801	10,578	1,269,723	1,229,302	3.4	1,210,163	59,560
ROME, GA.(6)	1,348	2,268	209,377	196,760	1,146,479	1,085,992	26,345	1,355,939	1,271,992	6.6	1,457,603	101,664-
THOMASVILLE, GA.(3)	2,463	2,091	18,947	16,506	403,842	431,100	10,240	418,412	444,090	- 5.8	345,836	72,576
VALDOSTA, GA.(6)			123,819	119,251	651,804	567,218	68,915	707,671	680,327	4.0	746,456	38,785-
HILO, HI.(3)**			109,791	12,768	658,843	933,259	25,622	745,797	816,874	- 8.7	696,160	49,637
FORT DODGE, IA.(4)	16,316	17,066	524,290	456,362	1,135,337	984,861	92,881	1,613,212	1,437,288	12.2	1,496,438	116,774
MASON CITY, IOWA(4)	4,262	3,216	367,223	306,704	1,209,002	1,072,876	101,044	1,495,183	1,309,191	13.4	1,358,388	126,795
NAMPA, IDAHO(4)	1,509	19,457	130,405	99,531	967,906	986,160	83,790	1,016,030	1,034,579	- 1.8	1,059,387	43,357-
POCATELLO, IDAHO(5)	21,427	37,095	168,499	130,815	1,063,224	1,078,950	71,854	1,196,737	1,175,909	1.8	1,508,575	311,838-
TWIN FALLS, IDAHO(5)	620	70,969	304,535	150,037	1,444,694	1,323,211	84,850	1,690,454	1,528,498	10.6	1,719,889	29,435-
DANVILLE, ILL.(5)**	2,017	1,394	35,503	42,533	1,293,498	1,121,110	29,558	1,303,011	1,136,865	14.6	1,400,541	97,530-
DODGE CITY, KANS.(4)	4,560		92,860		711,673		30,140	827,598			838,828	11,230-

Metropolitan areas (number of stations[1] reporting in parentheses)	Time Sales											
	Network		National and regional advertisers		Local advertisers		Commissions	Total broadcast revenues[2]		% change	Total broadcast expenses	Total broadcast income
	1979	1978	1979	1978	1979	1978		1979	1978		1979	1979
HUTCHINSON, KANS.(4)	617	435	75.463	77.331	1.118.017	1.096.315	40.750	1.246.267	1.251.052	- .4	1.252.983	6.716-
SALINA, KAN.(6)	344	1.061	276.108	184.660	2.720.517	1.991.278	116.203	2.897.438	2.146.042	35.0	2.934.484	37.046-
BOWLING GREEN, KY.(5)	1.800	1.800	161.607	127.512	957.672	810.000	15.849	1.106.894	937.061	18.1	929.304	177.590
PADUCAH, KY.(5)	3.350	2.631	249.001	171.896	1.119.349	1.087.871	43.367	1.330.135	1.218.564	9.2	1.303.668	26.467
NEW IBERIA, LA(3)			39.630		1.179.138		27.635	1.208.365			982.599	225.766
FREDERICK, MD(4)	1.572		219.820		1.509.724		40.765	1.699.295			1.356.869	342.426
SALISBURY, MD.(5)	3.400	2.750	337.808	355.290	1.157.571	1.139.308	75.630	1.451.094	1.455.763	- .3	1.314.596	136.488
BANGOR, ME.(6)	2.254	4.075	285.405	223.617	1.557.548	1.320.583	153.097	1.710.501	1.450.390	17.9	1.616.721	93.780
PRESQUE ISLE, ME.(3)	1.211	1.096	95.741	96.595	478.151	461.258	28.016	569.617	548.139	3.9	590.145	20.528-
CADILLAC, MICH.(4)	3.856	3.152	81.623	100.674	565.680	503.575	24.782	630.176	578.487	8.9	678.947	48.771-
ESCANABA, MICH.(4)	2.299	2.241	100.320	99.669	750.626	689.226	15.412	838.172	799.067	4.9	988.244	150.072-
MARQUETTE, MICH.(3)			150.572	124.886	483.431	432.141	29.295	615.918	543.281	13.4	588.444	27.474
TRAVERSE CITY, MICH.(5)	2.214	350	297.022	500.634	1.459.765	1.309.276	63.074	1.716.777	1.562.601	9.9	1.538.279	178.498
CAPE GIRARDEAU, MO.(4)			28.253	98.990	601.594	664.357	13.973	615.874	735.247	- 16.2	649.170	33.296-
JEFFERSON CITY, MO.(4)	2.470	10.993	189.098	112.364	998.630	926.975	38.514	1.165.358	1.057.593	10.2	1.114.612	50.746
JOPLIN, MO.(6)	1.300	1.100	278.469	237.732	1.138.556	1.006.355	39.776	1.393.195	1.254.614	11.0	1.142.121	251.074
POPLAR BLUFF, MO.(4)	12.020	13.938	106.920	144.708	602.222	537.916	7.820	714.989	689.318	3.7	675.823	39.166
BROOKHAVEN, MS(3)			15.699		258.317			274.016			251.919	22.097
COLUMBUS, MISS.(5)			114.727	72.160	500.041	380.251	13.564	626.093	456.445	37.2	702.268	76.175-
CORINTH, MISS.(4)			16.557	17.899	448.673	301.375	2.691	464.531	332.232	39.8	444.004	20.527
GREENVILLE, MISS.(5)**			24.199	36.475	506.523	519.723	16.835	513.887	553.378	- 7.1	527.968	14.081-
GREENWOOD, MISS.(4)	1.085	671	56.083	31.829	366.305	348.195	5.841	430.003	383.891	12.0	403.290	26.713
HATTIESBURG, MISS.(7)	382		110.348	42.050	1.027.176	1.018.775	16.208	1.127.098	1.059.637	6.4	970.013	157.085
LAUREL, MISS.(4)	1.021	1.410	26.005	15.053	903.585	848.161	4.412	941.836	873.433	7.8	970.199	28.363-
MCCOMB, MISS.(4)			25.720	22.653	545.680	450.929	4.479	566.921	469.962	20.6	508.037	58.884
MERIDIAN, MISS.(7)	799	5.504	329.390	231.384	1.426.913	1.244.973	56.135	1.702.551	1.438.426	18.4	1.700.173	2.378

Since 1977 SYNCOM has participated in the financing of

25% of newly acquired minority-owned radio stations

100% of newly built black-owned cable systems

25% of newly acquired black-owned TV stations

SYNCOM will continue to make the difference.

Syndicated Communications, Inc.
Suite 414 1625 Eye Street, N.W.
Washington, D.C. 20006
202 293-9428

SAVALLI & SCHUTZ
INCORPORATED

DON'T WASTE YOUR TIME!

At SAVALLI & SCHUTZ your AIR TIME is a precious commodity, highly valued and sold at top prices.

For further information call (212) 688-2380
Joe Savalli—Bill Schutz

OWNERSHIP/
MANAGEMENT
ALWAYS ON THE JOB

Metropolitan areas (number of stations[1] reporting in parentheses)	Time Sales						Commissions	Total broadcast revenues[2]		% change	Total broadcast expenses 1979	Total broadcast income 1979
	Network		National and regional advertisers		Local advertisers							
	1979	1978	1979	1978	1979	1978		1979	1978			
VICKSBURG, MISS.(4)			25,784	27,683	687,047	563,564	13,541	702,270	582,924	20.5	708,462	6,192-
BOZEMAN, MONT.(3)			54,964	92,042	1,311,147	1,151,675	33,986	1,347,049	1,232,607	9.3	1,259,335	87,714
HELENA, MONT.(5)	453	821	35,067	46,592	1,103,173	971,103	15,876	1,136,182	1,040,624	9.2	1,171,209	35,027-
KALISPELL, MONT.(3)			80,020	108,185	744,745	889,052	13,012	811,753	981,066	- 17.3	703,615	108,138
MISSOULA, MONT.(7)**	1,891	31,982	201,168	86,119	1,758,603	1,358,204	31,071	2,001,238	1,735,232	15.3	1,927,615	73,623
GOLDSBORO, N.C.(5)	34,998	35,677	34,534	39,357	900,885	881,529	16,425	953,992	952,764	.1	944,474	9,518
GREENVILLE, N.C.(4)	1,654	646	286,249	272,192	539,090	489,531	61,475	783,767	715,332	9.6	773,212	10,555
HICKORY, N.C.(5)	1,889	748	83,399	85,099	1,152,077	1,056,677	28,001	1,240,668	1,148,401	8.0	1,191,958	48,710
JACKSONVILLE, N.C.(5)**			139,187	154,549	808,253	871,389	54,365	899,653	1,022,852	- 12.0	948,186	48,533-
KINSTON, N.C.(5)	2,529	1,653	207,669	130,115	853,495	876,459	18,761	1,078,319	1,015,430	6.2	1,073,086	5,233
NEW BERN, N.C.(4)			77,016	81,574	392,932	419,858	5,591	464,357	496,087	- 6.4	562,182	97,825-
REIDSVILLE, NC(3)			200,991		290,105		15,434	477,808			549,631	71,823-
ROCKY MOUNT, N.C.(5)	348	323	73,297	54,088	773,198	689,496	10,708	847,057	747,305	13.3	809,116	37,941
WILSON, N.C.(4)	447	1,175	85,589	84,459	603,475	530,182	12,279	682,850	611,791	11.6	694,277	11,427-
BISMARCK, N.D.(5)	4,372	4,819	499,342	403,674	2,267,735	1,990,960	59,495	2,734,000	2,378,493	14.9	2,557,811	176,189
MINOT, N.D.(6)		349	131,487	80,273	1,829,991	1,619,456	41,672	1,963,991	1,691,907	16.1	2,018,818	54,827-
SCOTTSBLUFF, NEB.(4)	12,514	13,705	113,021	106,593	1,107,466	913,177	31,304	1,205,731	1,019,412	18.3	1,173,055	32,676
CARLSBAD, NM(4)**			51,956		387,248			439,204			458,514	19,310-
CLOVIS, N.M.(5)			43,991	41,869	675,712	662,115	16,669	701,649	688,357	1.9	821,218	119,569-
FARMINGTON, N.M.(6)	15,738	19,155	334,439	215,765	1,207,823	1,134,110	25,166	1,557,235	1,354,282	15.0	1,257,567	299,668
HOBBS, N.M.(3)			78,840	71,206	353,140	286,549	24,577	426,878	385,450	10.7	611,911	185,033-
ROSWELL, N.M.(5)			131,315	121,018	620,720	646,889	25,366	756,127	778,770	- 2.9	1,007,648	251,521-
SANTA FE, N.M.(5)**			188,260	205,982	904,359	798,633	25,879	1,073,511	965,617	11.2	1,043,882	29,629
ITHACA, N.Y.(5)	352	1,781	268,509	272,054	1,052,515	984,049	57,719	1,454,658	1,463,600	- .6	1,388,436	66,222
CHILLICOTHE, OHIO(4)			119,187	121,885	368,597	355,477	10,719	492,600	475,636	3.6	492,819	219-
PONC A CITY, OK(3)**			16,043		651,550		6,625	660,968			552,396	108,572
BEND, ORE.(4)**			174,093	156,842	1,155,833	1,051,823	54,088	1,299,957	1,195,626	8.7	1,334,105	34,148-
COOS BAY, OR(3)			133,908		617,840		28,837	729,683			874,010	144,327-
KLAMATH FALLS, ORE.(5)	1,350	1,238	133,441	164,931	809,881	881,482	36,947	909,901	1,009,464	- 9.9	893,434	16,467
MEDFORD, ORE.(7)	3,886	32,163	228,571	209,160	1,795,272	1,507,956	57,896	1,972,509	1,737,583	13.5	2,332,233	359,724-
ROSEBURG, ORE.(4)	2,428	1,802	104,267	114,213	1,032,801	911,434	26,282	1,116,293	1,002,610	11.3	1,020,488	95,805
THE DALLES, ORE.(3)			81,976	77,854	445,494	395,165	17,215	526,534	479,918	9.7	503,966	22,568
FLORENCE, S.C.(4)	1,328	1,580	176,360	99,913	765,800	787,693	29,807	914,047	859,941	6.3	831,588	82,459
GREENWOOD, S.C.(4)	795	683	90,761	90,848	598,520	515,036	6,364	683,712	600,768	13.8	612,489	71,223
ORANGEBURG, S.C.(5)			130,564	117,763	656,695	559,746	14,040	795,250	688,489	15.5	890,842	95,592-
SUMTER, S.C.(4)	4,500		539,867	415,962	666,779	625,787	63,042	1,199,868	1,033,179	16.1	1,202,816	2,948-
ABERDEEN, S.D.(5)			187,952	123,443	920,303	846,249	39,755	1,094,142	955,947	14.5	1,074,425	19,717
WATERTOWN, S.D.(4)			51,955	58,643	798,522	683,773	4,291	846,186	737,221	14.8	852,781	6,595-
YANKTON, S.D.(3)	6,326	2,780	452,537	432,634	1,816,473	1,545,186	180,620	2,094,716	1,812,919	15.5	1,483,447	611,269
FAYETTEVILLE, TENN.(3)	737	759	3,746	2,684	405,653	383,286	112	410,718	387,010	6.1	354,856	55,862

Metropolitan areas (number of stations[1] reporting in parentheses)	Time Sales											
	Network		National and regional advertisers		Local advertisers			Total broadcast revenues[2]			Total broadcast expenses	Total broadcast income
	1979	1978	1979	1978	1979	1978	Commissions	1979	1978	% change	1979	1979
JACKSON, TENN.(5)**	1,419	814	168,209	194,025	1,268,287	996,809	34,769	1,426,205	1,193,252	19.5	1,425,431	774
SHELBYVILLE, TENN.(4)**			18,939	14,578	220,495	285,768	2,480	238,511	299,357	- 20.3	283,789	45,278-
BIG SPRING, TEX.(4)			47,667	53,987	650,063	744,876	5,347	696,676	792,427	- 12.1	697,120	444-
BROWNWOOD, TEX.(4)	3,825		14,803	19,038	800,605	712,518	6,649	812,824	728,744	11.5	884,083	71,259-
LUFKIN, TX(4)**			24,272		473,008		10,406	489,889			475,929	13,960
LOGAN, UTAH(4)	29,315	33,022		24,285	537,347	427,710	15,783	555,290	480,916	15.5	551,877	3,413
DANVILLE, VA.(5)	921	873	164,832	125,725	1,499,390	1,347,583	26,895	1,645,842	1,476,303	11.5	1,355,876	289,966
HARRISONBURG, VA.(4)		6	271,403	233,915	1,256,480	1,108,656	39,057	1,491,046	1,310,110	13.8	1,369,708	121,338
STAUNTON, VA.(3)			218,544		732,716		18,393	932,867			749,537	183,330
BURLINGTON, VT.(5)	8,020	5,871	169,150	233,533	2,009,463	1,752,542	76,002	2,144,891	1,974,856	8.6	2,156,702	11,811-
BELLINGHAM, WASH.(6)	581	524	449,642	288,976	1,433,545	1,321,760	177,912	1,723,897	1,510,468	14.1	1,663,362	60,535
WALLA WALLA, WASH.(5)			274,071	148,891	905,433	728,911	66,561	1,116,021	832,919	34.0	1,064,972	51,049
WENATCHEE, WASH.(3)		1,645	129,245	107,979	576,314	428,170	17,923	687,768	525,035	31.0	744,464	56,696-
WAUSAU, WIS.(5)	5,338	2,366	121,665	108,486	1,425,342	1,229,959	51,332	1,508,625	1,305,855	15.5	1,219,558	289,067
BECKLEY, W. VA.(5)	319	483	203,772	207,308	1,460,776	1,235,852	33,224	1,701,754	1,458,044	16.7	1,429,694	272,060
CLARKSBURG, W. VA.(6)	2,330	22,653	120,013	81,645	993,316	961,000	13,712	1,107,055	1,062,555	4.2	1,016,992	90,063
FAIRMONT, W.VA.(3)	2,019	2,298	51,715	73,402	724,027	636,582	8,885	771,593	705,275	9.4	727,219	44,374
CASPER, WYO.(4)	8,819	44,442	346,634	295,525	2,505,807	2,193,443	121,892	2,800,788	2,479,908	12.9	2,228,080	572,708
CHEYENNE, WYO.(6)		11,647	95,447	77,275	1,096,678	865,561	30,097	1,164,457	934,219	24.6	1,355,943	191,486-
MAYAGUEZ, P.R.(9)	184,914	152,391	416,233	389,319	1,055,978	878,913	177,116	1,577,484	1,414,153	11.5	1,425,183	152,301
PONCE, P.R.(10)	147,385	147,590	821,622	655,850	1,346,012	995,550	320,221	2,090,424	1,603,372	30.4	1,864,150	226,274
SAN JUAN, P.R.(20)	358,696	57,064	3,858,340	3,053,856	7,430,494	7,226,483	1,561,760	10,195,030	9,189,572	10.9	9,959,270	235,760
TOTAL(42)		434,018		4,516,379		9,945,672			13,418,316	-100.0		
AGANA, GUAM(5)			87,806	46,517	1,397,253	1,036,983	34,366	1,465,258	1,101,897	33.0	1,288,200	177,058
AGUADILLA, P.R.(3)	41,400	41,400	174,859	222,977	149,793	311,947	16,981	369,466	572,529	- 35.5	374,129	4,663-
ARECIBO, P.R.(5)	1,612	9,740	228,007	258,159	376,720	319,257	48,059	560,227	607,246	- 7.7	566,432	6,205-
CHARLOTTE AMALIE, V.I.(3)					905,318	888,280	125,481	779,837	796,649	- 2.1	795,187	15,350-
TOTAL(51)		489,468		5,888,684		15,826,222			20,472,077	-100.0		
METROPOLITAN AREAS U.S.(3397)	21,703,241	18,879,515	554,528,058	520,667,387	1,770,364,753	1,640,229,295	83,416,490	2,091,291,434	1,941,802,182	7.7	1,892,646,640	198,644,794
NON-METRO AREAS 3 OR MORE STNS(1179)	462,535	696,714	33,481,254	21,587,384	230,203,914	148,082,424	7,776,996	260,279,289	168,395,940	54.6	250,123,050	10,156,239
NON-METRO AREAS OF TWO STATIONS(1616)	425,855	313,389	23,418,726	16,861,840	221,715,636	140,557,433	4,512,969	243,342,146	156,481,191	55.5	230,682,927	12,659,219
NON-METRO AREAS OF ONE STATION(751)	269,241	553,297	8,641,431	24,729,078	104,337,099	234,561,977	1,943,509	113,364,209	258,290,870	- 56.1	110,570,695	2,793,514
TOTAL UNITED STATES(6943)	22,860,872	20,442,915	620,069,469	583,845,689	2,326,621,402	2,163,430,229	97,650,064	2,708,277,078	2,524,970,183	7.3	2,484,023,312	224,253,766
COMMONWEALTH AND POSSESSIONS(93)	770,430	489,468	6,922,269	5,834,246	17,014,468	15,740,025	2,631,691	22,645,595	20,472,077	10.6	21,640,604	1,004,991
GRAND TOTAL(7036)	23,631,302	20,932,383	626,991,738	589,679,935	2,343,635,870	2,179,170,254	281,755	2,730,922,673	2,545,442,260	7.3	2,505,663,916	225,258,757

[1] AM-FM associated stations are counted as two station whether they file separately or jointly.

[2] Total time sales less commissions, plus talent and program sales, plus other incidental broadcast revenue.

**One or more stations did not report data for the full year.

NOTE: Total broadcast income is before federal income tax. — denotes loss. Blank column indicates data withheld to maintain station confidentiality; fewer than three stations reported.

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Acton	3 mo 9/30	$30,676,000	+64.5	$1,824,000	28.5	60	$47,528,000	$1,419,000	48
Ampex	3 mo 11/1	129,192,000	+16.5	7,283,000	-28.6	63	110,867,000	10,202,000	89
Associated Communications	3 mo 9/30	1,518,816	+24.1	-51,097	-11.1	-.02	1,223,570	-45,979	-.02
Chris-Craft Industries	yr 8/31	55,009,000	+10.6	-7,944,000		-2.84	49,731,000	10,719,000	2.64
Chyron Corp.	3 mo 9/30	1,989,000	+31.9	294,000	+87.3	23	1,509,000	157,000	13
Columbia Pictures	3 mo 9/27	186,170,000	+40.3	16,728,000	+55.4	64	132,687,000	10,763,000	1.09
Comcast	9 mo 9/30	18,639,000	+19.1	1,687,000	+33.1	66	15,654,000	1,267,000	49
Compact Video Systems	6 mo 10/31	16,964,000		1,491,000	+25.9	53	13,473,000	934,000	50
Doyle Dane Bernbach	9 mo 9/30	102,961,000	+45.5	6,500,000	+28.4	2.47	70,764,000	5,063,000	1.90
Foote, Cone & Belding	9 mo 9/30	117,580,000	+21.8	7,164,000	+7.3	2.65	96,507,000	6,675,000	2.15
Gray Communications Systems	3 mo 9/30	9,141,518	+11.6	610,464	-10.3	1.20	8,191,261	680,654	1.36
Gulf + Western	yr 7/31	5,338,483,000	+10.2	255,284,000	+12.2	4.38	4,842,909,000	227,438,000	3.69
Jefferson-Pilot	9 mo 9/30	650,730,000	+ 7.5	67,424,000	-25.2	3.08	605,545,000	71,147,000	3.16
Lee Enterprises	yr 9/30	136,958,000	+18.3	20,050,000	+26.8	2.79	115,805,000	15,393,000	2.13
MGM Film	yr 8/31	181,177,000	- 6.1	16,457,000	-45.0	51	192,968,000	29,422,000	91
McGraw-Hill	9 mo 9/30	714,453,000	+15.8	61,522,000	+11.8	2.48	617,138,000	55,021,000	2.22
Tele-Communications	9 mo 9/30	89,358,000	+35.9	5,737,000	-79.5		65,764,000	*28,016,000	1.27
Texscan Corp.	6 mo 10/31	12,167,023	+79.2	660,313	+130.2	45	6,791,000	210,950	17
Westinghouse Electric	9 mo 9/30	6,249,372,000	+16.3	295,943,000		3.46	5,372,970,000	42,975,000	49

*Tele-Communications 1979 net income included Resorts International stock sale

PGW and its offices and the eight on-line stations.

Now the firm reports itself implementing electronic order processing, with "have-sold" orders, replacement spots and makegoods all communicated to the on-line stations through MAC and "MICS" (for MAC's instant communication system). Printing of contracts is also handled through the system.

MICS, which uses dedicated lines, is currently used in all 16 PGW offices to communicate such information as weekly activity, management and financial memos, research updates and spot availabilities. The on-line stations use it to report rate or program changes, overnight information, updates on specials and personnel changes.

Among other features, PGW says, MICS transmissions are instantaneous; can be sent to one, some or all offices and stations desired; are received on cathode ray tube and also may be printed; may be stored in the computer indefinitely, recalled and revised as needed, then retransmitted. In addition, MICS permits follow-up by the sender, indicating where any message was sent and whether it was received—that is, printed—at the station or office for which it was intended and, if received, at what time it was printed.

PGW's MAC computer program was developed by Mini-Pak Inc., New York, and PGW in the fourth quarter of 1977. The same basic program has since been adapted by a number of other station reps.

Nielsen weds Cassandra

A.C. Nielsen Co. has bought CPM Systems Inc.'s Cassandra computerized program analysis service and client list of syndicators, rep firms and networks for a price believed to be in the $1-million range. Cassandra research, primarily used in syndicated program deals, will be integrated into the Nielsen Station Index.

CPM principals Jonathan Lazarus and Seth Alpert now have a one-year consulting arrangement with Nielsen. Corporately, another with a financial and developmental interest in Cassandra had been Viacom.

Nielsen said it plans to expand Cassandra's client base through rate-structure revisions. The newly acquired service will be delivered through Nielsen beginning with its October 1980 measurement.

- *Negotiations*
- *Appraisals*
- *Radio*
- *T.V.*
- *Newspapers*
- *CATV*
- *Financing*

(703) 821-2552

Season's Greetings and Best Wishes for Your Health and Happiness in The New Year

Cecil L. Richards, inc.
media brokers

Suite 408, 7700 Leesburg Pike
Falls Church, Va. 22043

Pay TV piracy case good news for programers

No-contest plea entered by sellers of unauthorized decoders; judge rules subscription signals are protected by law

Producers and distributors of pay television programing may be breathing easier following the no-contest plea in a U.S. District Court in Detroit by two men accused of conspiring to violate the Communications Act by selling devices that could intercept and decode over-the-air subscription television programing.

A number of civil suits have been filed in federal and state courts in an effort to bar the sale of such "black boxes." They have resulted in a mixed bag of decisions, with some courts granting injunctions and some not. The Detroit case marked the first criminal prosecution for the unauthorized manufacture or sale of subscription television decoders. The outcome, then, could have a major effect on the disposition of similar cases in the future—particularly since the judge's opinion tracks the views of an appeals court judge in a related civil proceeding.

Both judges contend the actions involved violate Section 605 of the Communications Act, which bars the interception of radio communications and the receipt of such communications to which the receiver is not entitled. The section's exception for "broadcasting," both say, does not apply.

The defendants in the case, Philip G. Westbrook and Robert Moser, entered their no-contest pleas before Judge Patricia J. Boyle, a week after she rejected a motion to dismiss the charges.

The devices the men were accused of conspiring to sell were designed to pick up the programs of National Subscription Television (ON TV) on WXON-TV Pontiac, Mich. Assistant U.S. Attorney Carl Marlinga, who prosecuted the case, said the men had already sold kits with which viewers could build their own black boxes. In most cases, he said, the equipment worked. However, they had not yet sold any assembled black boxes.

ON TV, after initiating its own inquiry, filed a complaint with the U.S. attorney's office in Detroit. Then, after an undercover investigation, in which an ON TV employe participated with an FBI agent—they posed as individuals interested in distributing the black boxes—charges were filed in August.

Marlinga said the decision to issue the information was a close thing. He said research indicated that the cases providing guidance "were evenly balanced." What tipped the scales, he said, were the remarks of the defendants captured on hidden tape recorders that indicated they were aware of Section 605 and that they might be violating it.

ON TV hadn't settled for a criminal prosecution. It had also sought an injunction against the same two defendants. A district judge rejected the request, contending that Section 605 could not be used as the basis for a civil complaint. But on appeal, Judge Cornelia G. Kennedy of the U.S. Court of Appeals for the Sixth Circuit, acting alone on an emergency basis, overturned that decision, and granted the injunction.

Kennedy not only ruled that Section 605 provided the basis for a civil course of action, she held that the unauthorized capture of subscription television signals violates the section. The key defense against the charge is the exception in the section for broadcasting. But Kennedy wrote: "Subscription television is not intended for the use of the general public; it is only intended for the use of paying customers. Therefore, it does not fall within the exception of Section 605 and its communications are protected by that section."

The criminal charges were brought against Westbrook and Moser shortly before Kennedy's decision was issued. Nevertheless, they sought dismissal of the charges on the ground that subscription television signals are a form of broadcasting and thus not subject to Section 605.

Boyle, like Kennedy, rejected the argument. "It is my conclusion," she wrote, that while the subscription television transmissions at issue here certainly constitute 'broadcasting' within the term's definition [in the Communications Act], these transmissions are not 'for the use of the general public' within the contemplation of the broadcasting exemption to Section 605."

The defendants each face three counts of conspiracy, each of which carries a maximum penalty of one year in prison and a $10,000 fine.

Another dimension. Three-dimensional movies were scheduled for broadcast for the first time by SelecTV, an STV service operating on KWHY(TV) Los Angeles. The broadcast, scheduled for last Friday (Dec. 19) at 7 p.m. (Pacific), was made possible by 3D Video, a technique for transferring third-dimensional movies to videotape developed by 3D Television Systems Inc., North Hollywood, Calif. Distinctive glasses that must be worn by viewers to perceive the third-dimensional effect were passed out to SelecTV subscribers through local Sears outlets—the first two pairs free, the second two pairs $1.25. Two films were to be shown—there were about 120 made during the 1950's—"Miss Sadie Thompson" and "Spooks," a Three Stooges short. Three-dimension television may be more than a novelty. James F. Butterfield, technical director, 3D Television Systems, was named chairman of a study group of the International Radio Consultative Committee (CCIR), which issued a report following its meeting in Geneva last October. The report recommends that a practical three-dimensional television system provide true third dimension without viewer discomfort; viewing from any location in the room; compatibility with the existing system, and a moderate price for converting studio and station equipment and for home stereoscopic receiver.

Ratings Roundup

Scoring its fifth win in the last six weeks, CBS-TV took the prime-time ratings for the week ended Dec. 14 with a solid 20.9 average rating and 33 share against ABC's 18.0/28.4 and NBC's 15.7/24.6.

CBS had eight of the week's top 10 shows, including the two-hour premiere of its *Magnum P.I.*, which drew a 23.4/36 on Thursday night to take eighth place in the standings.

Other premieres, all on NBC, didn't fare quite so well. The *Steve Allen Comedy Hour* on Tuesday turned in a 14.5/24, beaten by both ABC's *Hart to Hart* (20.4/33) and CBS's *Christmas Without Snow* special (18.1/28). *Marie*, the variety show featuring Marie Osmond, took third place in its Friday night debut with a 14.7/25, behind CBS's *Incredible Hulk* (17.7/30) and ABC's parlay of *Benson* (16.8/29) and *I'm a Big Girl Now* (15.2/26).

The first three episodes of NBC's controversial *Number 96* played on Wednesday, Thursday and Friday nights, drawing an 18.0/29 for the opener but tailing off after that (see page 91).

ABC's *20/20*, a one-hour report on heroin, tied with an ABC Perry Como special for 19th place for the week by amassing its highest audience levels of the season (20.4/34).

The First 20

1.	*Dallas*	CBS	35.8/60
2.	*60 Minutes*	CBS	31.5/49
3.	*M*A*S*H*	CBS	27.1/39
4.	*Circus of the Stars* (special)	CBS	26.3/41
5.	*Dukes of Hazzard*	CBS	26.0/43
6.	*Love Boat*	ABC	24.3/41
7.	*House Calls*	CBS	23.9/35
8.	*Magnum P.I.*	CBS	23.4/36
9.	*One Day at a Time*	CBS	22.7/33
10.	*Three's Company*	ABC	22.4/32
11.	*Little House on the Prairie*	NBC	22.3/32
12.	*Archie Bunker's Place*	CBS	22.0/33
13.	*That's Incredible*	ABC	21.9/32
14.	*Real People*	NBC	21.3/33
15.	*NFL Monday Night Football* (New England v. Miami)	ABC	20.9/33
16.	*Too Close for Comfort*	ABC	20.8/31
17.	*Lou Grant*	CBS	20.7/32
18.	*Laverne & Shirley*	ABC	20.5/30
19.	*Perry Como Special*	ABC	20.4/36
	20/20	ABC	20.4/34
	Hart to Hart	ABC	20.4/33

The Final Five

62.	*Breaking Away*	ABC	12.2/21
	Freebie and the Bean	CBS	12.2/21
63.	"The Brinks Job" (movie)	ABC	12.2/20
64.	*Rudolph's Shiny New Year* (repeat)	ABC	12.2/19
65.	*Number 96* (Friday)	NBC	12.1/20
66.	*NBC Magazine*	NBC	7.5/13

Burns is vice president WMCB(FM) Michigan City, Ind. Her husband, Thomas, owns WMCB. Miller has no other broadcast interests. Ann. Dec. 10.

- Coffeyville, Kan.—Midwest Broadcasting Co. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 306 West 8th St., Coffeyville 67337. Estimated construction cost: $101,000; first-quarter operating cost: $27,000; revenue: $120,000. Format: country. Principals: R.M. Seaton and family (80%) and Robert L. Pratt (20%). Seaton is Coffeyville-based newspaper publisher. He owns 27.8% of KMAN(AM)-KMKF(FM) Manhattan, Kan. 40% of KGGF(AM) Coffeyville and 30.4% of KHAS(AM) Hastings, Neb. Pratt is vice president-general manager of KGGF. He has no other broadcast interests. Ann. Dec. 10.

- St. Ignace, Mich.—St. Ignace-Mackinaw Broadcasting Co. seeks 94.3 mhz, 1 kw, HAAT: 162 ft. Address: Rt. 2 Portage Rd. St. Ignace. Estimated construction cost: none; first-year operating cost: $25,605. Format: MOR. Principals: Robert G. Ladd (40%) and Ron Butcher (60%). Ladd is 50% owner of WNRR(FM) Bellevue, Ohio. Butcher is announcer at WRWR-FM Port Clinton, Ohio. He has no other broadcast interests. Ann. Nov. 28.

- Vandalia, Mo.—Roger C. Elliott seeks 100.1 mhz, 3 kw, HAAT: 300 ft. Address: 104 North Dixie Highway, Momence, Ill. 60954. Estimated construction cost: $143,000; first-quarter operating cost: $16,850; revenue: $40,000. Format: popular. Principal: Elliott is Momence, Ill., attorney with no other broadcast interests. Ann. Dec. 10.

- Elko, Nev.—Elko Broadcasting Co. seeks 93.5 mhz, 3.5 kw, HAAT: 317 ft. Address: 1800 Idaho St. Elko 89801. Estimated construction cost: $35,000; first quarter operating cost: $7,800; revenue: $18,000. Format: contemporary. Principal: D. Ray Gardner, licensee of KELK(AM) Elko and KWNA(AM) Winnemucca, Nev. Ann. Dec. 5.

- Alva, Okla.—Coleman Broadcasting Co. seeks 104.7 mhz, 100 kw, HAAT: 500 ft. Address: 207 La-Fontenay Court, Louisville, Ky. 40223. Estimated constuction cost: $94,000; first-quarter operating cost: $30,000; revenue: $200,000. Format: Top-40. Principal: Anne G. Coleman who is advertising-marketing director at WAVE-TV Louisville. She has no other broadcasting interests. Ann. Dec. 10.

- Fulton, Tex.—Richard H. Jones seeks 102.3 mhz, 3 kw, HAAT: 290 ft. Address: 733 Hiatt Ave., Wilmington, Ohio 45177. Estimated construction cost: $20,800; first-quarter operating cost: $11,100; revenue: $96,000. Format: contemporary. Principal: Jones is president , general manager and 49% owner of WKFI-AM-FM Wilmington, Ohio. Ann. Dec. 10.

TV applications

- San Juan, P.R.—Comark Television Inc. seeks ch. 18; ERP: 4384 kw vis., 438.4 kw aur., HAAT: 1,159 ft.; ant. height above ground: 665 ft. Address: P.O. Box 267 Southwick, Mass. 01077. Estimated construction cost: $1,216,157; first-year operating cost: $183,750; revenue: N/A. Legal counsel: Stein, Halpert & Miller, Washington, D.C.; consulting engineer: John A. Fergie. Principals: Richard E. Fiore, Sr., Westfield, Mass.; David D. Smith, Baltimore, and LeRoy A. Wallace, Sr., West Springfield, Mass. (all 33% each). Fiore is president of Comark Communications, Southwick, Mass., a transmission line systems corporation. Smith is secretary-treasurer of Comark Communications, and Wallace is vice-president, also of Comark. They are also applicants for UHF's in Portland, Me.; Daytona Beach, Fla.; Syracuse, N.Y., and New Orleans. Smith is 4.8% owner of Commercial Radio Institute, family held broadcast company which is licensee of WFMM(FM) Baltimore, and is applicant for new UHF's in Buffalo N.Y.; St. Petersburg, Fla.; Columbus, Ohio, and Indianapolis. Filed Nov. 12.

- Knoxville, Tenn.—Knoxville Family Television Inc. seeks ch. 43; ERP: 646 kw vis., 129 kw aur., HAAT: 1154 ft.; ant. height above ground: 1074 ft. Address: 7401 Kingston Pike, Knoxville 37919. Estimated construction cost: $129,000 first-quarter operating cost: $180,000. Legal counsel: Robert S. Stone, Knoxville; consulting engineer: Scott Baxter, Brentwood, Tenn. Principals: James A. Hasiam III, Doctor R. Crants and Martha D. Kent (one-third each). Haslam is president and 3% owner of motor lubricant and fuel distributing company in Knoxville. Crants is Nashville investment counselor. Kent is 50% owner of Chattanooga business furniture company. Crants has interests in applicants for new UHF's in Murfreesboro, Tenn., Springfield, Mo.; Daytona Beach, Fla., and Richardson, Tex. Kent has interests in applicants for new FM's in Belpre, Ohio; Lakeland, Fla., and Birmingham, Ala. Haslam has no other broadcast interests. Ann. Nov. 26.

AM actions

- Lexington, Ala.—Wright, Wright & Sanders granted CP for new AM station on 620 khz with 500 w-D; conditions (BP-791228BB). Action Dec. 4.

- Smyrna, Tenn.—Smyrna Broadcasting Corp. granted 710 khz, 250 w-D. Address: P.O. Box 128 Smyrna, Tenn. 37167. Estimated construction cost $28,800; first year operating cost $55,000; revenue $100,000. Format: MOR. Principals: Robert T. Sticht and Jack W. Bursack (33.3%) and Knox Ridley and J. Sam Ridley (16.7%). Sticht is president of Smyrna. Sticht owns Nashville studio. Ridleys are brothers and partners in auto dealership. There are no other broadcast interests. Action Nov. 26.

- Bountiful, Utah—General Broadcasting Inc. granted 680 khz, 1 kw-D. Address: 1171 South West Temple. Estimated construction costs $44,951; first year operating cost $41,455; revenue $72,200. Format: good music. Principals: David R. Williams (55%), and wife Deanna (45%). David owns Industrial Communications, manufacturer of mobile telephone and one-way paging units in Veral and Salt Lake City, both Utah. He is also owner of General Telephone in Salt Lake City. Deanna is accountant. There are no other broadcast interests. Action Nov. 26.

FM actions

- Thatcher, Ariz.—Payne Broadcasting Inc. granted 99.1 mhz, 100 kw, HAAT: 2383 ft. Address: 1 Wards Canyon, Box 1118, Clifton, Ariz. 85533. Estimated construction cost: $69,370; first-quarter operating cost $12,000; revenue $15,000 (year). Format: MOR. Principals: John W., Charles E. and Ronald K. Payne (brothers). Action Nov. 26.

- Grand Junction, Colo.—Columbus Evangelical Free Church. Granted CP for new educational FM station on 90.3 mhz, ERP 2.0 kw (H&V), antenna height −441 ft. (H&V) (BPED-791219AE). Action Dec. 3.

- *Eastport, Me.—Shead Memorial High School granted 91.7 mhz, .01 kw. P.O. address: McKinley Street, Eastport 04631. Estimated construction cost $570,000; first-year operating cost $175,000; revenue not given. Format: informational variety: Principal: applicant is public high school. Action Dec. 4.

- Manchester, N.H.—Saint Anselm's College granted CP for new educational FM station on 90.7 mhz, ERP 290 W (H&V); antenna height 23 ft. (H&V); conditions (BPED-791226CP). Action Nov. 26.

Licenses

AM

- KAPZ(AM) Bald Knob, Ark.
- KBOT(AM) Cabot, Ark.
- WCSP(AM) Crystal Springs, Miss.
- WPRL(AM) Pearl, Miss.
- WAXO(AM) Lewisburg, Tenn.

FM

- KXVR(FM) Mountain Pass, Calif.
- *KSRH(FM) San Rafael, Calif.
- *KCLB(FM) Santa Rosa, Calif.
- *KRTM(FM) Temecula, Calif.
- KRXV(FM) Yermo, Calif.
- KVVO(FM) Victorville, Calif.
- WLMT(FM) Wilmington, Ill.

Ownership Changes

Applications

- WLRQ(AM) Whitehall, Mich. (AM: 1490 khz, 1

Summary of broadcasting

FCC tabulations as of Oct. 31, 1980

		Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM		4,567	3	2	4,572	118	4,690
Commercial FM		3,262	2	1	3,265	141	3,406
Educational FM		1,082	—	2	1,084	74	1,158
Total Radio		8,911	5	5	8,921	333	9,254
Commercial TV							
VHF		517	1	0	518	9	527
UHF	231						
Educational TV		—	—	231	90	321	
VHF							
UHF		100	1	4	105	7	112
Total TV		155	2	5	162	15	177
FM Translators		1,003	4	9	1,016	121	1,137
TV Translators		339	—	—	339	184	523
UHF							
VHF		2,567	—	—	2,567	259	2,826

*Special temporary authorization

**Includes off-air licenses

24-HR. PROFESSIONAL SERVICE FOR COLLINS & CONTINENTAL AM & FM TRANSMITTERS

Continental Electronics offers parts and engineering service for all Collins AM & FM transmitters.

Whenever you want parts or service for your Collins or Continental equipment, phone our service numbers day or night,

(214) 327-4532 parts
(214) 327-4533 service

Continental Electronics Mfg. Co.
Box 270879; Dallas, Texas 75227
Phone (214) 381-7161
1 kW thru 50 kW AM & FM transmitters and related equipment.

Continental Electronics

"A New Strength in Radio Broadcasting Equipment"

ANNUAL DOUBLE ISSUE

Top 100 companies in electronic communications
Cable financial figures for 1979

Broadcasting Jan 5

The News Magazine of the Fifth Estate ☐ Vol. 100 No. 1 ☐ Our 50th Year ☐ 1981

-1/16/81 C 1750-1 U-

The largest television weather service in the world. KSTP-TV.

In Minnesota, you're challenged by one of the toughest winters anywhere.

But the people there meet that challenge ... and so does KSTP-TV's Eyewitness News. With exclusive services like the amazing new Doppler unit that actually "sees" the wind*. Or television's only airborne color weather radar.

And at KSTP, forecasting doesn't stop there! The incredible new Weather Health Trends computer can even predict how tomorrow's weather might affect the way you feel!

KSTP-TV's Weather Service ... the largest in the world. Nine professional meteorologists watching the winter weather for the Twin Cities 24 hours a day. It's just one reason why we call it EYEWITNESS News.

KSTP-TV
Minneapolis, St. Paul

EYEWITNESS NEWS

For more information, call KSTP-TV sales at (612) 646-5555 or your nearest Petry office.

*Coming soon

20014KENNEP2098 ZWZ APR/81
J P KENNEDY ##SAMPLE
CIS
4520 EAST WEST HWY
SUITE 900
WASHINGTON DC 20014

The First 50 Years Of Broadcasting

1942

Broadcasting ▫ Jan 5

The Week in Brief

TOP OF THE WEEK

WON'T SAY 'UNCLE' ☐ Premiere's Harris and Derrick look to appeal of New York court's injunction that stayed start of service. **PAGE 31.**

SPUTTERS AT FINISH LINE ☐ Fourth-quarter 1980 doldrums particularly affect networks. Carry-over lag to early 1981 seen, with upturn in last half of year. **PAGE 32.**

DINGELL WANTS TO KNOW ☐ Concerned that sensitive information might be leaked to business, incoming House Commerce chairman asks report on transition team activity at eight federal agencies. **PAGE 33.**

WAY DOWN YONDER IN NEW ORLEANS ☐ Cox cable subsidiary wins 220,000-home franchise. **PAGE 34.**

AD TARGETS SHIFT ☐ Census Bureau releases rankings of top 30 cities that will prompt changes in sponsor strategy. New numbers won't be reflected in Arbitron and Nielsen TV homes counts until start of 1981-82 season. **PAGE 35.**

NBC STIRS THE POT ☐ Tartikoff maps program moves he hopes will put network in second place this season and develop winners in the fall. **PAGE 36.**

TURNER AGAINST THE TIDE ☐ Though broadcasters' comments to FCC urge retention of must-carry rules, Atlanta superstation-cable news service operator charges regulations are now invalid and infringe on constitutional rights. **PAGE 37.**

SPECIAL REPORT

THE TOP 100 ☐ BROADCASTING again looks at the publicly-owned companies that do business in or with the electronics media. It includes perspectives on number one-ranked General Electric through number 100 Comcast and it charts their most recent financial fortunes. **PAGE 39.**

FCC FINANCIAL FIGURES

CABLE'S '79 PERFORMANCE ☐ FCC releases financial data that show CATV enjoyed pretax profits of $199.3 million on revenues of $1.8 billion in 1979. They represent 103% and 45% gains, respectively, over cable's 1978 totals. Pay revenues in 1979 were up 85% to $355 million. **PAGE 75.** FCC's state-by-state breakdown confirms that California is still most-wired state. **PAGE 76.**

AT LARGE

. . . AND WHAT'S AHEAD FOR CABLE ☐ Sequel to FCC report on CATV is an interview with David O. Wicks of Warburg Paribas Becker, investment banking firm. He shares his views on future of medium in which he is bullish for short term, cautious for long term. **PAGE 78.**

TRIBUNE UPS ITS STAKE ☐ Chicago-based multimedia company expands in cable with $30-million purchase of controlling interest in Douglas Communications. Douglas Dittrick swings over with piece of Tribune Company Cable Inc. and becomes its president and chief executive officer. **PAGE 87.**

UNDAUNTED ☐ U.S. border stations aren't happy that 1980 ended without resolution of their tax fight with Canada. But they hope that next Congress will provide much-needed legislative support. **PAGE 88.**

DEFINITION SOUGHT ☐ FCC starts rulemaking that would allow telphone companies to own cable systems in rural areas. It asks: What does "rural" mean? **PAGE 92.**

1942

THE 'BROADCASTING' YEARS ☐ Wartime restrictions both helped and hindered radio in 1942. Advertisers, rejected by print media with paper shortages, turned to broadcasting. And radio's star glowed brighter with news coverage and support of war efforts. On other side of coin were manpower-materials dearth and increased censorship. It was also year in which FCC probed newspaper ownership in radio and, in turn, found itself object of investigation by Capital Hill. **PAGE 97.**

PROFILE

THE MAN FROM OREGON ☐ Republican Bob Packwood has been endorsed by journalists and Capitol Hill staff members as one of the most effective senators in Washington. Broadcasters and others in the electronics media will have the opportunity to review that assessment when he takes over this week as chairman of the Senate Commerce Committee. **PAGE 121.**

Index to departments

Bottom Line 92
Business Briefly 10
Changing Hands 83
Closed Circuit 9
Datebook 16
Editorials 122
Fates & Fortunes 115
For the Record 101
In Sync 91
Monday Memo 26
Monitor 87
Playback 89
Stock Index 119
Washington Watch 88
Where Things Stand 21

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ Accuracy In Media 86 ☐ Associated Press 17 ☐ Back to God 20 ☐ Blackburn & Co. 93 ☐ Broadcast Personnel 115 ☐ Broadcast Programing Inc. 116 ☐ Continental Electronics 38 ☐ Drake Chenault 21, 68, 90 ☐ ESPN 79 ☐ Field Cablevision 81 ☐ Filmways 11-13 ☐ Firstmark 80 ☐ Norman Fischer & Co. 82 ☐ Frazier, Gross & Kadlec 14 ☐ Gold Key 83, 85, 87, 89, 91 ☐ Group W Productions inside back cover ☐ Harris 61 ☐ Ted Hepburn Co. 92 ☐ Home Theater 75 ☐ Hughes Helicopter 120 ☐ Rex Humbard 4 ☐ JVC 64-65 ☐ KDFW-TV 18 ☐ KSTP-TV front cover ☐ Magnetic Video 8-9 ☐ Metromedia Producers Corp. 27, 67 ☐ Metromedia Radio 44-45 ☐ Microwave Associates 59 ☐ Mutual Broadcasting 96 ☐ Oakwood Productions 6 ☐ Osmond TV 88 ☐ Panasonic 51 ☐ Post-Newsweek Productions, 10, 16, 19 ☐ Showtime 73 ☐ State Farm Insurance 103 ☐ Joe Sullivan & Assocs. 84 ☐ Syncom 82 ☐ Tandem 62-63 ☐ William B. Tanner 117 ☐ U.S.A. Network 74 ☐ United States Postal Service 23 ☐ Viacom inside front cover/page 33, 28-29 ☐ Video West 15 ☐ Vital Industries 69 ☐ WCCO-TV 30 ☐ Ward Beck back cover ☐ Western Union 52-53 ☐

The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

Acton ☐ Adams-Russell ☐ AEL Industries ☐ Affiliated Publications ☐ American Broadcasting Companies ☐ American Express ☐ American Family ☐ Ampex ☐ Arvin Industries ☐ BBDO International ☐ John Blair ☐ Burnup & Sims ☐ Canadian Cablesystems ☐ Capital Cities Communications ☐ CBS ☐ Cetec ☐ Charter Oil ☐ Chris-Craft Industries ☐ Columbia Pictures Industries ☐ Comcast ☐ Comsat ☐ Conrac ☐ Cox Broadcasting ☐ Walt Disney Productions ☐ Doyle Dane Bernbach ☐ Dun & Bradstreet ☐ Eastman Kodak ☐ Fairchild ☐ Filmways ☐ Foote, Cone & Belding ☐ Gannett ☐ General Electric ☐ General Instrument ☐ General Tire & Rubber ☐ Getty Oil ☐ Gray Communications ☐ Grey Advertising ☐ Gulf & Western Industries ☐ Gulf United ☐ Harris ☐ Harte-Hanks Communications ☐ Insilco ☐ Interpublic Group of Companies ☐ Jefferson Pilot ☐ Marvin Josephson & Associates ☐ JWT Group ☐ Knight-Ridder Newspapers ☐ Lee Enterprises ☐ Liberty ☐ LIN Broadcasting ☐ M/A-Com ☐ MCA ☐ McGraw-Hill ☐ MCI Communications ☐ Media General ☐ Meredith ☐ Metromedia ☐ MGM Film ☐ Motorola ☐ Movielab ☐ Multimedia ☐ New York Times ☐ A. C. Nielsen ☐ Nippon Electric ☐ North American Philips ☐ Oak Industries ☐ Ogilvy & Mather ☐ Outlet ☐ Post Corp. ☐ RCA ☐ Reeves Communications ☐ Rockwell International ☐ Rollins ☐ San Juan Racing Association ☐ Schering-Plough ☐ Scientific-Atlanta ☐ Scripps-Howard ☐ Sony ☐ Storer Broadcasting ☐ Taft Broadcasting ☐ Technical Operations ☐ Tektronix ☐ Tele-Communications ☐ Teleprompter ☐ 3M ☐ Time ☐ Times Mirror ☐ Transamerica ☐ 20th Century-Fox ☐ UA-Columbia Cablevision ☐ United Cable Television ☐ Varian Associates ☐ Viacom International ☐ Warner Communications ☐ Washington Post ☐ Western Union ☐ Westinghouse Electric ☐ Wometco Enterprises ☐ Wrather ☐ Zenith

Onward and upward with the top 100

The uncertainties of the economy in 1980 did little to dampen the fortunes of the 100 largest publicly owned companies in broadcasting, cable and related fields.

BROADCASTING's annual survey and analysis found that for the four quarters that generally ended Sept. 30, 1980, combined revenues from communications and noncommunications activities of that top 100 amounted to $149,174,218,586—16.7% more than the $127,953,755,948 the top 100 chalked up in the preceding four quarters (through the third quarter of 1979).

Net earnings for the top 100 in the four quarters that ran through Sept. 30, 1980, were $9,970,109,541. That was 13.4% better than the $8,793,660,125 in profits realized by those public companies in the preceding four quarters.

The report and ranking of the principal public companies with electronic communications holdings or services was first compiled in mid-1978. It became a yearend special report last year (BROADCASTING, Jan. 7, 1980). The basic universe is drawn from BROADCASTING's "Stock Index" (see page 119) which reports weekly on 128 companies that have identifiable interests in broadcasting and allied electronic communications fields.

The top 100 companies in this report do not include a number of sizable communications firms that are privately held and do not necessarily divulge their financial activities. Typical of those companies are Amway Corp., The Tribune Co., Oklahoma Publishing Co. (Gaylord Broadcasting), Park Communications and Ziff-Davis.

The biggest newcomer in the current top 100 list is Getty Oil, which ranks third. Getty's broadcast stake prior to last year consisted of an 85% interest in Entertainment Sports Programing Network (cable), but in April 1980 Getty became the prime partner with four motion-picture companies in Premiere, a proposed pay cable service that has run into legal roadblocks.

Others new to the top 100 are Nippon Electric Ltd. (12th), Insilco Corp. (41st), Canadian Cablesystems (87th), AEL Industries (88th) and Reeves Communications (93rd).

Gone from the list is Fuqua Industries, which has sold all of its stations, except two that are being carried as discontinued operations pending their sale. Also deleted from the top 100 are Farinon Corp., which was bought by Harris Corp. during 1980, and Sonderling Broadcasting Co., which merged into Viacom International last month.

General Electric Co., though with only a relatively small percentage of its businesses in broadcasting and allied fields, continues as number one on the top 100 list. Early in 1980, it appeared that GE would become more deeply involved in the electronics media when a merger with Cox Broadcasting was being worked out. However, Cox changed its mind and wrote

		Gross Revenues		
Rank	*Company*	*Four quarters through third quarter of 1980*	*Four quarters through third quarter of 1979*	*% change*
1.	General Electric Co.	**$24,168,700,000**	$21,736,400,000	+11.2
2.	Eastman Kodak Co.	**9,213,688,000**	7,758,537,000	+17.5
3.	Getty Oil	**8,984,174,000**	4,590,930,000	+96.0
4.	Westinghouse Electric Corp.	**8,289,900,000**	7,155,600,000	+15.8
5.	RCA Corp.	**7,903,000,000**	7,319,600,000	+ 8.0
6.	Rockwell International	**6,906,500,000**	6,176,400,000	+11.8
7.	3M Co.	**5,940,800,000**	5,261,745,000	+12.9
8.	Gulf + Western Industries	**5,338,483,000**	4,842,909,000	+10.2
9.	American Express	**5,288,700,000**	4,511,900,000	+17.2
10.	Charter Oil	**4,635,031,000**	3,541,067,000	+30.9
11.	Transamerica Corp.	**4,326,886,000**	3,889,338,000	+11.2
12.	Nippon Electric Ltd.	**4,033,532,000**	3,715,092,000	+ 8.6
13.	CBS Inc.	**4,002,672,000**	3,607,156,000	+11.0
14.	Sony Corp.	**3,910,754,140**	2,794,865,703	+39.9
15.	Motorola Inc.	**3,058,451,000**	2,586,579,000	+18.2
16.	Time Inc.	**2,780,556,000**	2,329,075,000	+19.4
17.	North American Philips Co.	**2,560,473,000**	2,355,858,000	+ 8.7
18.	American Broadcasting Companies Inc.	**2,248,079,000**	1,946,038,000	+15.5
19.	General Tire & Rubber Co.	**2,189,739,000**	2,305,173,000	− 5.0
20.	Warner Communications	**1,872,757,000**	1,566,926,000	+19.5
21.	Times Mirror Co.	**1,818,081,000**	1,566,261,000	+16.0
22.	Schering-Plough Corp.	**1,696,518,000**	1,336,975,000	+26.9
23.	Harris Corp.	**1,373,349,000**	1,112,682,000	+23.4
24.	MCA Inc.	**1,347,371,000**	1,211,179,000	+11.2
25.	Zenith Radio Corp.	**1,175,000,000**	1,031,000,000	+14.0

finis to a stock deal that upon consummation could have amounted to as much as $507.9 million.

Of the companies listed in the broadcasting category of the "Stock Index," CBS (13th) and ABC (18th) were the only ones well up in the top 100.

Highest rankings for companies listed in the cable category were American Express (ninth) and Time Inc. (16th).

Fastest mover up the rankings was M/A-Com Inc., which advanced from 74th in last year's list to 55th in the current top 100. The Burlington, Mass., firm, which has been on an acquisition binge, increased its revenues 160% and profits 198% in the comparative four-quarter period being used in BROADCASTING's survey.

Following, in alphabetical order, are capsule summaries of who the top 100 are, what they do and how well. In the charts (below and on the succeeding three spreads), the revenues and earnings listed do not necessarily represent the individual company's fiscal year. Rather, they show performance for four quarters through the third quarter of 1980—a period chosen by BROADCASTING to put all the companies into the same fiscal time frame.

80

Acton Corp. ☐ *Samuel J. Phillips, president and chairman.*

Communications and foods are the two industries Acton Corp. is involved in. Although Acton's food division, which includes six potato chip plants, three nut processing plants and DeCoster Egg Farms, accounts for most of the company's sales, revenues are also on the rise within its communications business.

In November 1980, Acton acquired Tele/Resources, a manufacturer of electronic telephone equipment and systems, complementing Acton's existing telephone interconnect and CATV systems. Tele/Resources is expected to provide "research, development and applications" to put Acton among the companies "in the forefront of bi-directional CATV technology."

At the close of the second quarter, Acton signed a $9 million contract with RCA calling for construction of more than 1,100 miles of CATV plant in Acton's franchise areas of California and Utah. Completion is expected at year end. Acton's growing CATV opertions include 40 systems encompassing 400,000 homes in franchise areas.

Revenues for the year ended September 1980 showed a decrease of more than $2 million. This loss is attributed to unprofitability in the egg division during late '79 and early '80, in addition to expenditures for underdeveloped CATV properties. Earnings increased slightly however, up $28,000 over last year.

98

Adams-Russell Co. ☐ *Gerald J. Adams, chairman and chief executive officer; John J. Lynch, president and chief operating officer.*

Waltham, Mass.-based Adams-Russell makes high technology electronics and owns a number of cable systems and WYTV(TV) Youngstown, Ohio.

The company had another up year financially with total revenues rising 27% in the four quarters ending September 1980 to $36,099,000 while net earnings jumped 42% to $2,712,000. Earnings per share rose to 94 cents, up from 71 cents a year earlier.

The company did add cable systems to its portfolio this year, bringing its basic subscriber count to 53,800 as of September. A-R has an additional 39,000 homes passed in franchises it has won, but has yet to complete building. A-R's telecommunications subsidiary owns systems in Arkansas, Maine, Massachusetts, Missouri and New York. Pay cable programing is now available to 92% of A-R's subscribers. Its broadcast and cable holdings make up 32% of the company's total sales. Its electronics division manufactures microwave and digital components and equipment.

The company undertook a 50% stock split in October.

88

AEL Industries Inc. ☐ *Dr. Leon Riebman, president and chief executive officer; Conrad Fowler, chairman and executive vice president.*

AEL Industries, headquartered in Montgomery, Pa., derives the majority of its income from American Electronic Laboratories, primarily a manufacturer of military electronic products. However, roughly 13% or $7,787,752 of its revenues for the most recent four quarters was derived from UltraCom Inc., its cable TV MSO and the AEL division which produces AM and FM transmitters.

In May 1980, UltraCom discontinued providing cable TV turnkey operations. Although it's still in the process of divesting those assets, some equipment has been sold. The divestiture is clearly reflected in AEL profits for 1980, which shows a loss of $1,315,867 in net earnings and a dip of 69 cents in earnings per share. Total earnings in 1979 were $1,982,000 and $1.11 in earnings per share.

While net income decreased, total revenues in 1980 were $58,554,529, a 2.6% increase over the 1979 tally of $57,069,000.

UltraCom gained several new franchises: Lansdale, Upper Gwynedd, Montgomery township, Hatboro and Horsham, all Pennsylvania, and South Miami, Fla. Other cable operations include: Okeechobee, Fla.; Rockmart, Ga.; Asbury Park and Ocean township, both New Jersey; Elizabeth City, N.C.; Blanchester and Wilmington, both Ohio; Grove and Okmulgee, both Oklahoma; Haverford and Marple, both Pennsylvania; Gatlinburg, Sweetwater and Pigeon Forge, all Tennessee, and Miami Beach, Fla.

66

Affiliated Publications Inc. ☐ *William Davis Taylor, chairman and director; John I. Taylor, president and director.*

This year Affiliated's prize publication, the *Boston Globe*, surpassed 500,000 in circulation. Although API obtains a majority of its revenues from its newspaper business (the *Boston Globe*

Net earnings				
Four quarters through third quarter of 1980	*Four quarters through third quarter of 1979*	*% change*	*Earnings per share*	*Fiscal year ends*
$1,485,000,000	$1,389,900,000	+ 6.8	**$6.53**	Dec
1,141,884,000	1,037,485,000	+10.1	**7.07**	Dec
843,353,000	523,390,000	+61.1	**10.25**	Dec
179,143,000	118,075,000	+51.7	**2.10**	Dec
306,300,000	288,900,000	+ 6.0	**3.45**	Dec
280,200,000	261,100,000	+ 7.3	**3.77**	Sept
670,800,000	635,225,000	+ 5.6	**5.72**	Dec
255,284,000	227,438,000	+12.2	**4.38**	Jul
366,000,000	342,400,000	+ 6.7	**5.12**	Sept
174,726,000	228,682,000	−23.6	**5.53**	Dec
241,830,000	231,456,000	+ 4.5	**3.70**	Dec
67,073,000	36,216,000	+85.2	**1.92**	Mar
187,178,000	193,196,000	− 3.1	**6.71**	Dec
254,819,259	2,794,865,703	+213.7	**1.18**	Oct
173,198,000	151,514,000	+14.3	**5.55**	Dec
145,114,000	137,887,000	+ 5.2	**5.26**	Dec
73,035,000	80,211,000	− 9.5	**5.61**	Dec
152,767,000	159,870,000	− 4.4	**5.41**	Dec
25,768,000	96,163,000	−73.2	**2.07**	Nov
217,894,000	103,194,000	+111.1	**7.67**	Dec
133,989,000	157,159,000	−14.7	**3.93**	Dec
246,494,000	216,571,000	+13.8	**4.58**	Dec
83,135,000	71,689,000	+16.0	**2.73**	Jun
155,170,000	167,274,000	− 7.2	**6.60**	Dec
27,700,000	21,500,000	+28.8	**1.47**	Dec

and the *Boston Sunday Globe*), Affiliated Broadcasting's sales and earnings are continually on the rise due to many recent acquisitions. Since its inception, early in 1978, API's broadcast division has purchased top market radio stations, equipped them with state-of-the art technical facilities and increased their revenues considerably.

Affiliated's roster of stations are: WFAS(AM)-WWYD(FM) White Plains, N.Y.; WSAI-AM-FM Cincinnati; KRAK(AM)-KEWT(FM) Sacramento, Calif.; KPMS-AM-FM Seattle and WHYN-AM-FM Springfield, Mass. acquired in June 1980. Soon to be added to the list is WAIV-AM-FM Jacksonville, Fla., which is subject to FCC approval.

Revenues for four quarters ended September 1980 escalated almost $20 million to $199,372,000, as compared to the previous survey period for 1979. Profits were up by 27.9% to $13,351,000. Earnings per share rose 55 cents to $2.59 in 1980.

During late 1979 and early 1980, API sold Transcript Publishing Inc., publishers of the North Adams, Mass., *Transcript*, and its markets research subsidiary, Research Analysis Corporation. The former sale resulted in a nonoperating gain of $3,085,000.

18

American Broadcasting Companies □ *Leonard H. Goldenson, chairman and chief executive officer; Elton H. Rule, president and chief operating officer.*

ABC, which sold off several nonbroadcast operations in 1979, was building new ones in 1980, notably ABC Motion Pictures, its movie production arm, which it formed in 1979, and ABC Video Enterprises, its producing unit for nonbroadcast electronic media, whose most spectacular deal was an association with Warner Amex Satellite Communications Corp. for a new cable programing network scheduled to start in April 1981. ABC Motion Pictures put its first film into production, "Rescue," scheduled for theatrical release in 1981. The unit also made a deal with 20th Century-Fox to distribute its theatrical product domestically.

The year brought little of the acquisition and disposition of properties that marked 1979. ABC did give up on Travel Network Corp., a franchisor of retail travel agencies, which it acquired in 1979 for something under $5 million; after losses in 1979 and the first quarter of 1980, ABC sold it in May 1980 for about what it had paid. And last month ABC paid an estimated $3 million for Ames Publishing Co. of Philadelphia, publisher of three industrial magazines.

Broadcasting remained the company's number one business, accounting for more than 87% of revenues and 97% of operating earnings in 1979. In the 12 months ended Sept. 30, 1980, revenues rose 15.5% to $2,248,079,000 but net earnings dropped 4.4% for the same period to $152,767,000.

ABC's broadcasting properties are the ABC-TV network (which slipped out of first place in prime time in the 1979-80 season but gained in other dayparts); ABC Radio's four network services (Contemporary, Entertainment, FM and Information), and WABC-AM-TV and WPLJ(FM) New York; WLS-AM-TV and WDAI(FM) Chicago; WXYZ-AM-TV and WRIF(FM) Detroit; KAUM(FM) Houston; KABC-AM-TV and KLOS(FM) Los Angeles; KGO-AM-TV and KSFX(FM) San Francisco and WMAL(AM)-WRQX(FM) Washington. The broadcasting operations also include ABC Entertainment, which produces programs for the TV network; ABC News; ABC Sports; ABC Television Spot Sales and ABC International Television. The broadcasting division represented $1,791,924,000 in revenues and $321,319,000 in pretax earnings in 1979.

Publishing properties include the Chilton Co., publisher of specialty magazines and books; R.L. White Co., a real estate communications company; Miller Publishing Co. (agricultural and farm publications); Hitchcock Publishing Co. (controlled circulation trade publications); *Prairie Farmer, Indiana Prairie Farmer, Wisconsin Agriculturist, Wallaces Farmer, High Fidelity, Modern Photography, Los Angeles,* various reference and legal information services and Word Inc. Publishing accounted for $192,354,000 in revenues and $15,170,000 in pretax earnings in 1979.

ABC also has a Leisure Attractions division, which owns and operates three outdoor recreational facilities in Florida—Weeki Wachee Spring, Silver Spring and Wild Waters—and the ABC Entertainment Center in Los Angeles.

		Gross Revenues		
Rank	*Company*	*Four quarters through third quarter of 1980*	*Four quarters through third quarter of 1979*	*% change*
26.	Gannett Co. Inc.	**1,174,070,000**	1,052,505,000	+15.5
27.	Dun & Bradstreet Corp.	**1,128,608,000**	896,564,000	+28.9
28.	Knight-Ridder Newspapers	**1,062,675,000**	955,611,000	+11.2
29.	Tektronix Inc.	**996,339,000**	835,554,000	+19.2
30.	McGraw-Hill Inc.	**977,201,000**	836,573,000	+16.8
31.	Walt Disney Productions	**914,505,000**	796,773,000	+14.8
32.	Jefferson-Pilot Corp.	**867,979,000**	805,352,000	+ 7.8
33.	20th Century-Fox Film Corp.	**826,151,000**	653,013,000	+26.5
34.	Fairchild Industries	**816,333,000**	705,667,000	+15.7
35.	General Instrument Corp.	**808,502,000**	611,255,000	+32.3
36.	Western Union	**761,331,000**	704,070,000	+ 8.1
37.	Columbia Pictures Industries	**745,297,000**	557,937,000	+33.6
38.	New York Times Co.	**714,980,000**	584,248,000	+22.4
39.	Gulf United Corp.	**655,334,000**	476,719,000	+37.5
40.	Washington Post Corp.	**647,447,000**	569,371,000	+13.7
41.	Insilco Corp.	**635,513,000**	558,302,000	+13.8
42.	Varian Associates	**620,893,000**	493,021,000	+25.9
43.	A.C. Nielsen Co.	**490,164,000**	398,106,000	+23.1
44.	Ampex Corp.	**456,571,000**	378,437,000	+20.6
45.	Capital Cities Communications Inc.	**456,223,000**	401,292,000	+13.7
46.	Metromedia Inc.	**442,460,000**	405,774,000	+ 9.0
47.	Arvin Industries	**433,930,000**	497,539,000	−12.8
48.	Interpublic Group of Companies	**416,393,000**	352,933,000	+17.98
49.	Rollins Inc.	**414,563,000**	356,572,000	+16.3
50.	American Family Group	**406,991,000**	354,652,000	+14.7

Leisure Attractions and "other" operations represented $18,309,000 in revenues but a loss of $1,965,000 in 1979.

9

American Express Co. ☐ *James D. Robinson III, chairman; Alva O. Way, vice chairman.*

American Express, the mammoth company built on travel and financial services, is just completing its first year of involvement with electronic communications. Effective at the end of 1979 Amex made the $175 million purchase of a 50% interest in Warner Cable, now called Warner Amex Cable Communications. Chairman Robinson sees a direct connection between these two spheres of activity—earlier this year he told shareholders that the "worldwide communications network" will soon "carry new products and services into your home" and, making a play on the words of Amex's "Don't leave home without us" advertising, said that the slogan for the coming decade is "Don't *be* home without us." As might be expected from that line of reasoning, Amex places heavy emphasis on the potential of the interactive Qube system developed by Warner Amex Cable.

In the 12-month period ending September 1980, American Express revenues rose 17.2% to $5,288,700,000, while net earnings and earnings per share were both up 6.9% to $366,000,000 and $5.12 respectively.

Operations of the company are divided into three principal areas: travel-related services, international banking services and insurance services. The first includes the card division, the travelers cheque and money divisions and travel service division.

Last January, the company established a communications division within travel related service that is composed of American Express Publishing (*Travel & Leisure Magazine*) and its direct mail merchandising unit, American Express Direct Response Division (an April 1979 acquisition). The insurance division is composed of the Fireman's Fund Companies.

50

American Family Corp. ☐ *John B. Amos, chairman and chief executive officer.*

Though broadcasting is only a minor portion of American Family's holdings, the firm expanded substantially in this sector in 1980. It acquired KWWL-TV Waterloo and KTIV(TV) Sioux City, both Iowa, and 10 cable systems in the Dallas-Fort Worth area.

American Family's main business centers around the American Family Life Assurance Co. of Columbus, Ga., whose principal activity is cancer insurance. The American Family Corp. moved into broadcasting in 1977 with the purchase of WYEA-TV Columbus, Ga. and later bought WAFF(TV) Huntsville, Ala.; KFVS-TV Cape Girardeau, Mo., and WTOC-TV Savannah, Ga. American Family also owns an industrial catering firm, an outdoor advertising firm and an advertising agency-production firm, all located in the Waterloo area.

Revenues for the year rose by about 15% to $406,991,000, while net earnings dropped to $19,809,000 from $28,226,000 in the previous yearly period.

44

Ampex Corp. ☐ *Richard J. Elkus, chairman; Arthur H. Hausman, president and chief executive officer.*

According to its annual report, Ampex's three product lines—audio-visual, data-memory and magnetic tape—are unified by a common purpose: "to store, reproduce and process information with speed and precision." The principal profit center is the audio-visual products division, which manufactures Ampex's line of broadcast equipment, best known for its videotape recorders.

Profits and revenues rose dramatically for Ampex in 1980. For the four quarters ending July 1980, Ampex reported revenues of $457 million, a 20.6% increase over the same period of the previous year, and profits were $35 million, a 37.5% increase.

Ampex's fiscal 1980 will probably be its last. Pending a vote by the Ampex shareholders on Jan. 15 and other contingencies, Ampex will be absorbed by The Signal Companies in accord with an agreement signed last October.

The merger will be effected by the exchange of .85 of a Signal common share for each common share of Ampex. Signal is a worldwide multi-industry company generating annual sales of more than $4 billion.

47

Arvin Industries Inc. ☐ *Eugene I. Anderson, chairman, president and chief executive officer.*

Arvin Industries is a diversified corporation with a broad range of products and services aimed at four major markets: automotive—which accounts for about 70% of the company's total revenues; appliance and hardware; government and utilities, and the commercial and industrial market. With regard to this fourth market, the Arvin/Echo division designs and produces video, digital and analog recording systems. In recent years it has developed sophisticated transient-free recorders, longitudinal data recorders, broadcast color frame storage units and a slow-motion videodisk recorder.

In 1980 Arvin developed the Sat-Weather recorder—which produces color pictures from U.S. weather satellites—for the cable television industry.

Arvin suffered a precipitous decline in net earnings in 1980, which dropped 48.6% to $10,115,000 for the four quarters ended September 1980. Revenues were off as well, but only by 12.8% ($433,930,000).

74

BBDO International ☐ *Bruce Crawford, president and chief executive officer.*

BBDO registered a comfortable 16% increase in revenues to more than $157 million during the year ended last September 30, while net profits climbed by more than 35% to $12,509,000.

The agency had a particularly brisk quarter ended last March: it landed more than $50 million in new billings on assignments from

Net Earnings				
Four quarters through third quarter of 1980	*Four quarters through third quarter of 1979*	*% change*	*Earnings per share*	*Fiscal year ends*
$145,676,000	$136,903,000	+ 6.4	**$4.05**	Dec
99,200,000	84,450,000	+17.5	**3.56**	Dec
88,366,000	63,899,000	+38.3	**2.72**	Dec
83,500,000	81,475,000	+ 2.5	**4.56**	May
83,398,000	73,808,000	+13.0	**3.36**	Dec
135,186,000	113,788,000	+18.8	**4.16**	Sept
95,409,000	94,292,000	+ 1.2	**4.36**	Dec
56,749,000	53,523,000	+ 6.0	**5.42**	Dec
45,252,000	39,064,000	+15.8	**7.60**	Dec
60,282,000	40,989,000	+47.1	**6.79**	Feb
37,262,000	2,823,000	+1219.9	**1.78**	Dec
50,872,000	38,556,000	+31.9	**5.04**	Jun
41,469,000	27,264,000	+52.1	**3.45**	Dec
83,520,000	58,802,000	+42.0	**3.03**	Dec
33,629,000	30,746,000	+ 9.4	**2.33**	Dec
29,330,000	26,171,000	+12.07	**2.35**	Dec
22,115,000	8,581,000	+157.7	**2.78**	Sept
28,880,000	26,131,000	+10.5	**2.61**	Aug
34,839,000	25,321,000	+37.6	**3.03**	Apr
71,860,000	59,955,000	+19.9	**5.43**	Dec
51,624,000	38,485,000	+34.1	**11.40**	Dec
10,115,000	19,675,000	−48.6	**1.30**	Dec
19,592,000	21,189,000	− 7.54	**4.39**	Dec
36,757,000	30,577,000	+20.2	**2.71**	Jun
19,809,000	28,226,000	−29.8	**1.63**	Dec

Firestone, Timex, Gillette and Pillsbury. BBDO also won an assignment from Avis, which included substantial new billings for some of its international partners.

At the end of 1979 BBDO was operating worldwide in 52 cities in 26 countries. It was not until the 1970's that the agency began to emerge as a multinational force. Through associations with local agencies in foreign countries, BBDO has built a network of agencies that in 1979 generated $448 million, about 43% of the total volume.

In 1979 BBDO placed fourth among U.S. agencies in broadcast billings with a total volume of $361 million. BBDO has an extensive list of broadcast-oriented accounts, including Avis, Black & Decker, Campbell Soup, DuPont, Firestone Tire & Rubber Co., General Electric Co., Gillette, Lever Bros., PepsiCo., Pillsbury, Quaker Oats, Scott Paper, Schlitz and Timex.

63

John Blair & Co. ☐ *Jack W. Fritz, president and chief executive officer.*

Revenues at John Blair & Co. for the year ending last Sept. 30 rose by about 17% to $217,604,000 but profits dropped by 11% to $10,811,000. The decline in earnings for the year is linked to the company's owned stations division. A major element was the continuing loss operation of KOKH-TV Oklahoma City, which began under Blair ownership in October 1979. Blair explained it will take some time before revenues are sufficient to offset the substantial costs associated with establishing and operating KOKH-TV as an independent UHF commercial outlet.

Blair's national representative business and graphics activity continued at a brisk pace. During the year Blair started Blairsat Inc., a new subsidiary to provide distribution of TV commercials by communications satellite to TV stations in major markets throughout the U.S. In July the company started Blairfleet, which will transmit to radio stations live radio concerts featuring major rock or country music performers as well as stars in other musical fields.

72

Burnup & Sims Inc. ☐ *Riley V. Sims, chairman; Nick A. Caporella, president and chief executive officer.*

Although total revenues for the four quarters ending in September 1980 grew 24% over the same period of 1979, from $137 million to $170 million, Burnup & Sims doubled its profits. They jumped from $3.2 million in 1979 to $6.4 million in 1980. (Earnings per share increased commensurately.)

B&S Fort Lauderdale, Fla., derives a majority of its revenues from the engineering, installation and maintenance of telephone and cable television systems, but also benefits from such diverse businesses as soft-drink bottling, operation of movie theaters and printing. It greatly expanded its ability to serve the cable television industry with its purchase of Gardiner Communications Corp., a manufacturer and marketer of satellite earth stations. That deal was announced in December 1979, but closed in 1980.

87

Canadian Cablesystems Ltd. ☐ *John W. Graham, Q.C., chairman; Edward S. (Ted) Rogers, vice-chairman, chief executive officer.*

In 1980, Canadian Cablesystems pushed past the 1 million subscriber mark (to near 1.2 million) and into the front ranks of world-class MSO's. The move was accomplished by the merger into the company of the second ranked Canadian MSO, Premiere Communications, Ltd., (Cablesystems was already number one) at a price of about $75 million. Roughly $18 million went to CBS for its 19% of Premiere.

In January 1980 the CRTC had given its final approval of a prior merger of vice-chairman Roger's cable and pay television interests into Cablesystems. Rogers' family companies, which now hold about 49% of Cablesystems, continue to maintain separate interests in Canadian broadcast properties.

Cablesystem's interests now extend into the United States, with the company holding a 67%

		Gross Revenues		
Rank	*Company*	*Four quarters through third quarter of 1980*	*Four quarters through third quarter of 1979*	*% change*
51.	Meredith Corp.	**$360,641,000**	$323,773,000	+11.4
52.	Oak Industries	**351,999,000**	257,175,000	+36.9
53.	Wometco Enterprises	**337,194,000**	297,874,000	+13.2
54.	Media General Inc.	**323,301,000**	269,644,000	+19.9
55.	M/A-Com Inc.	**322,480,000**	123,981,000	+160.1
56.	JWT Group	**316,006,000**	248,948,000	+26.9
57.	Cox Broadcasting Corp.	**303,269,000**	248,710,000	+21.9
58.	Liberty Corp.	**291,956,000**	266,781,000	+ 9.4
59.	Harte-Hanks Communications	**287,716,000**	227,631,000	+26.4
60.	Communications Satellite Corp.	**287,223,000**	251,562,000	+14.2
61.	Ogilvy & Mather International	**257,191,000**	207,867,000	+23.7
62.	Taft Broadcasting Co.	**247,303,000**	194,866,000	+26.9
63.	John Blair & Co.	**217,604,000**	187,716,000	+15.9
64.	Scientific-Atlanta Inc.	**208,158,000**	142,876,000	+45.7
65.	Outlet Co.	**200,086,000**	187,617,000	+ 6.6
66.	Affiliated Publications	**199,372,000**	180,360,000	+10.5
67.	Teleprompter	**194,280,000**	165,464,000	+17.4
68.	Storer Broadcasting Co.	**185,301,000**	165,779,000	+11.8
69.	MCI Communications Corp.	**182,045,000**	115,187,000	+58.0
70.	MGM Film	**181,177,000**	192,968,000	−6.12
71.	Filmways Inc.	**180,057,000**	179,545,265	+ 0.2
72.	Burnup & Sims	**169,933,000**	137,410,000	+23.7
73.	Foote, Cone & Belding Communications	**158,500,000**	127,425,000	+24.4
74.	BBDO International	**157,189,000**	135,533,000	+16.0
75.	Multimedia Inc.	**155,650,631**	126,809,000	+22.7

interest in the franchise for Syracuse, N.Y., and 50% of several franchises under construction in Orange county, Calif. A Cablesystems subsidiary last year won the preliminary award of the Portland, Ore., franchise and in October the company won a joint franchise for five suburban Minneapolis communities. Cablesystems continues to battle the switch of the Minneapolis franchise from one of its companies to Storer's Northern Cablevision. From Premiere, Cablesystems picked up two cable operations in Ireland.

In addition to cable operations, Cablesystems acquired in the Premiere merger interests in STV operations in San Francisco, Sacramento, Portland and Seattle. The Rogers merger had brought hotel pay-TV operations in Toronto and Vancouver into the company. Cablesystems holds a 49% interest in the largest Canadian theater chain, Famous Players Limited (the other 51% is held by Paramount's parent Gulf + Western). A 50% interest in a data processing service Cableshare Ltd. is also held by the company.

Revenues for the company, whose fiscal year ended Aug. 31, were up 76% in 1980, to $59,526,000. Net earnings however slid 15%, to $7,094,950, before an extraordinary profit of $3,126,300 that would have boosted earnings in 1980 22% above 1979 levels. Earnings per share were down 19% before the gain, to 41 cents, up by 15.7% after it.

The figures for the year reflect the acquisition of the Rogers cable properties, but include only one month of the Premiere operations (which had been doing about $40 million in annual business.)

45

Capital Cities Communications Inc. □ *Thomas S. Murphy, chairman; Daniel B. Burke, president.*

Capital Cities, major broadcaster and publisher, made its big move into cable in 1980, reaching an agreement to acquire Cablecom-General Inc., which owns and operates 43 cable TV systems serving some 225,000 subscribers in 12 states, for approximately $139.2 million cash, from RKO General, owner of about 97% of the Cablecom-General stock. A definitive agreement was signed in November, subject to various approvals including those of Cablecom shareholders, the FCC and other government authorities. Unless extended, the closing date is to be no later than July 15, 1981. Earlier in 1980, Capcities had acquired majority interests in cable companies with franchises in suburban Detroit and in communities adjacent to Ann Arbor, Mich.; Indianapolis; Albuquerque, N.M., and Corpus Christi, Tex.

Capcities started as a broadcasting company but has expanded widely in both publishing and TV-radio. In the 12 months ended Sept. 30, 1980, its revenues increased 13.7% to $456,223,000 and net earnings rose 19.9% to $71,860,000. A little over one-third of its revenues and almost two-thirds of its operating profits come from broadcasting, the rest from publishing. Nor did it overlook publishing in its acquisition activities, paying $20.5 million for the remaining 75%—it already owned 25%—of Democrat-Herald Publishing Co., which publishes daily papers in Albany and Ashland, both Oregon, nondailies in several other Oregon communities and two special-interest publications for stamp collectors and dealers. It also acquired Shore Line Newspapers Inc. in Connecticut for $4.2 million, and Pennypower Shopping News, which publishes free-circulation shopping guides in Wichita and Topeka, both Kansas, and Springfield, Mo.

Capcities' broadcasting division consists of six TV, seven AM and six FM stations; Capital Cities Television Productions, which produces public-affairs and young people's programing for national distribution, and Capital Cities Cable. The stations are WPVI-TV Philadelphia; KTRK-TV Houston; WKBW-AM-TV Buffalo, N.Y.; WTNH-TV New Haven, Conn.; WTVD(TV) Durham, N.C.; KFSN-TV Fresno, Calif.; WPAT-AM-FM Paterson, N.J.; KZLA-AM-FM Los Angeles; WJR-AM-FM Detroit; WBAP(AM)-KSCS(FM) Fort Worth; WPRO-AM-FM Providence, R.I., and WROW-AM-FM Albany, N.Y.

The publishing division includes Fairchild Publications (which publishes *Women's Wear Daily, W, Supermarket News, Electronic News, Energy User News* and *Footwear News*, among others), *Kansas City Star-Times, Fort Worth Star-Telegram, Oakland Press* in Pontiac, Mich.; *News-Democrat* in Belleville, Ill.; *Arlington* (Tex.) *Citizen-Journal* and *Wilkes-Barre* (Pa.) *Times Leader*, as well as the Democrat-Herald Publishing Co. in Oregon.

13

CBS Inc. □ *William S. Paley, chairman; Thomas H. Wyman, president and chief executive.*

CBS acquired the *Family Weekly* newspaper supplement, said to be the fourth largest paid circulation publication in the U.S., for about $50 million in January 1980. A month later it acquired *American Photographer*, a nontechnical publication for sophisticated photographers, for $2.4 million. Otherwise, by recent years' standards, 1980 was a relatively quiet year for CBS acquisitions. Rather, it was a year for formation of new units.

CBS Video Enterprises was formed in January as a part of the CBS/Records Group to manufacture, produce and market programing for the new video technologies. In May, the CBS Cable unit was formed to produce, acquire and distribute entertainment and informational programing via satellite to cable systems; the unit was subsequently made a part of the CBS/Broadcast Group. And late in the year the theatrical films operations, started in October 1979, was formally established as the CBS Theatrical Films division of the broadcast group, with its first movie, "Back Roads," starring Sally Field and Tommy Lee Jones, scheduled for release in the spring of 1981 and with 40 other projects said to be in various stages of development.

In the third quarter of 1980, CBS sold its minority interest in two Canadian cable television systems, which yielded a $7.5-million pretax profit after absorbing a loss on the sale of CBS's *Sea* magazine. Shortly after the cable sale, CBS petitioned the FCC for permission to get into U.S. cable ownership on a "limited" basis.

In the 12 months ended Sept. 30, CBS

Net earnings				
Four quarters through third quarter of 1980	*Four quarters through third quarter of 1979*	*% change*	*Earnings per share*	*Fiscal year ends*
$23,102,000	$17,277,000	+33.7	**$7.40**	Jun
15,790,000	9,409,000	+67.8	**3.00**	Dec
19,580,000	19,060,000	+ 2.7	**2.22**	Dec
28,258,000	23,760,000	+18.9	**3.89**	Dec
24,905,000	8,366,000	+197.7	**.77**	Sept
15,715,000	12,820,000	+22.6	**4.12**	Dec
45,973,000	42,103,000	+ 9.1	**4.98**	Dec
30,823,000	32,801,000	− 6.0	**2.40**	Dec
21,413,000	17,892,000	+19.7	**2.28**	Dec
36,111,000	42,395,000	−14.8	**4.51**	Dec
14,684,000	12,531,000	+17.2	**3.55**	Dec
31,913,000	29,080,000	+ 9.7	**3.58**	Mar
10,811,000	12,276,000	−11.1	**2.90**	Dec
14,117,000	8,382,000	+68.4	**1.40**	Dec
(33,254,000)	6,198,000	−639.0	**(.22)**	Jan
13,351,000	10,440,000	+27.9	**2.59**	Dec
23,924,000	18,225,000	+31.3	**1.41**	Dec
27,391,000	26,424,000	+ 3.6	**2.45**	Dec
16,818,000	9,433,000	+78.3	**.21**	Mar
16,457,000	29,422,000	−44.1	**.51**	Aug
17,950,918	9,443,000	+90.1	**2.87**	Feb
6,445,000	3,228,000	+99.6	**.74**	Apr
13,526,000	8,933,000	+51.4	**4.76**	Dec
12,509,000	9,249,000	+35.2	**4.97**	Dec
20,644,000	17,946,428	+15.0	**2.05**	Dec

revenues increased 11% to $4,002,672,000, but net earnings declined 3.1% to $187,178,000. The decline appeared to affect most CBS businesses, and in broadcasting was attributed to higher entertainment costs and extraordinary costs of covering the national political campaign and elections as well as a slackening in the general economy.

The CBS/Broadcast Group, representing about 41% of CBS revenues and 63% of operating profits, consists of the CBS-TV network; CBS Entertainment, which provides programing for CBS-TV; CBS News; CBS Sports; the CBS Television Stations division and the CBS Radio division, in addition to CBS Cable and CBS Theatrical Films. The CBS Stations division encompasses the five owned TV stations—WCBS-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis—and CBS Television Stations National Sales, which represents the stations for national spot sales. CBS Radio consists of the CBS Radio network, the company's seven AM and seven FM stations—an AM and FM affiliate of each of the TV stations, plus KCBS-AM-FM San Francisco and WEEI-AM-FM Boston—CBS Radio Spot Sales, which represents CBS-owned AM stations and some stations that are independently owned, and CBS-FM National Sales which represents CBS-owned FM outlets as well as some FM stations that are independently owned.

The CBS/Records Group, which claims to be the world's largest producer, manufacturer and marketer of recorded music, represented about 28% of CBS revenues and almost 13% of operating profit in 1979. The CBS/Columbia Group, including musical instruments, specialty stores, toys and what is said to be the world's largest and most successful record and tape clubs, had about 19% of earnings and almost 9% of operating profit in 1979. (Late in 1980, the Columbia House division, encompassing the tape and record clubs, was transferred from the CBS/Columbia Group to the CBS/Records Group.) The CBS/Publishing Group, including Holt, Rinehart & Winston and Fawcett Publications, among others, contributed about 12% of revenues and 10% of operating profit. CBS also maintains a Technology Center for research and developmental work.

85

Cetec Corp. ☐ *Hugh P. Moore, chairman and chief executive officer; Robert A. Nelson, president and chief operating officer.*

Cetec Corp. showed a substantial gain in revenues for the year ended September 1980, with an increase of nearly $8 million. Profits were up almost $400,000. Within its three divisions—broadcast, computer and industrial—the broadcast portion displayed strength in both the Vega and Gauss groups.

Known for its wireless microphones, the Vega division's newest entry was the Dynex cordless microphone. Also manufactured by Vega is ground station equipment for air-to-ground signalling systems. The tone-signalling side of the business continues to grow at a steady pace.

Cetec's Gauss division is responsible for audio tape duplicating systems, professional loudspeakers, AM and FM transmitters and FM and TV antennas. Introduced last spring was a 250-watt solid state FM transmitter which the company claims is the "forerunner of several transmitter models."

10

Charter Oil Co. ☐ *Raymond K. Mason, chairman and president.*

This hasn't been a great year for the Jacksonville, Fla.-based Charter Oil Co. In the second and third quarters, the company posted net losses, due primarily to what chairman and president Raymond Mason (speaking particularly of the third quarter) called "the largest glut of crude oil and petroleum products in the world marketplace since World War II."

And it's been a topsy-turvy year for the fortunes of Charter's publishing and broadcasting unit. First, there was the great promise of early 1980, when in March the company announced the formation of Charter Media, a joint venture

		Gross Revenues		
Rank	*Company*	*Four quarters through third quarter of 1980*	*Four quarters through third quarter of 1979*	*% change*
76.	Conrac Corp.	**145,659,000**	131,501,000	+10.7
77.	Viacom International	**142,888,000**	100,100,000	+42.7
78.	Lee Enterprises Inc.	**136,958,000**	115,805,000	+18.3
79.	Doyle Dane Bernbach	**136,672,000**	100,128,000	+36.5
80.	Acton Corp.	**125,174,000**	127,787,000	− 2.0
81.	Tele-Communications Inc.	**115,508,000**	83,257,000	+37.8
82.	Grey Advertising	**95,173,000**	86,127,000	+10.5
83.	Post Corp.	**77,519,000**	66,507,000	+16.5
84.	Scripps-Howard Broadcasting Co.	**74,298,000**	69,246,000	+ 7.3
85.	Cetec Corp.	**64,612,000**	56,881,000	+13.6
86.	LIN Broadcasting Corp.	**62,579,000**	56,158,000	+11.4
87.	Canadian Cablesystems	**59,526,000**	33,757,750	+76.3
88.	AEL Industries	**58,554,529**	57,069,000	+ 2.6
89.	Wrather Corp.	**57,701,000**	48,931,000	+17.9
90.	Chris-Craft Industries	**55,009,000**	49,731,000	+10.6
91.	UA-Columbia Cablevision	**54,925,000**	40,045,000	+37.2
92.	United Cable Television	**48,376,000**	34,541,000	+40.0
93.	Reeves Communications	**44,408,000**	30,502,000	+45.6
94.	San Juan Racing Association	**44,070,104**	46,437,316	− 5.1
95.	Marvin Josephson Associates	**38,100,000**	37,100,000	+ 2.7
96.	Movielab Inc.	**37,269,400**	33,038,030	+12.8
97.	Gray Communications	**36,756,413**	27,009,884	+36.1
98.	Adams-Russell Co.	**36,099,000**	28,387,000	+27.1
99.	Technical Operations	**30,020,000**	22,793,000	+31.7
100.	Comcast Corp.	**24,795,000**	20,290,000	+22.2

with Karl Eller, who had built Combined Communications and sold it in 1979 to Gannett. Eller, who contributed to the venture an agreement to purchase KIOI-FM San Francisco for $12 million, was widely seen as bringing to Charter entrepreneurial skills needed to turn around the lagging performance of Charter's media holdings, which included six radio stations and a magazine division comprised of *Ladies Home Journal, Redbook* and *Sport* (the last said to be losing $2 million a year.) Another Charter holding was a subscription fulfilling operation.

In short order, Charter Media bought the *Philadelphia Bulletin,* the city's largest circulation paper, for $31 million, and the New York Subways Advertising Company.

Then in September it all came apart—Eller and Charter announced an "amicable" parting of the ways. Contrary to some previous indications, the dissolution resulted in Charter holding all the above properties with the exception of the transit advertising firm, which went to Eller's new Eller Media Company.

Eller's statement at the time of the dissolution noted particular regret at relinquishing ownership of *The Bulletin*—but he said that he alone wasn't able to bring the necessary financial backing to the troubled paper. While he said its losses had been trimmed considerably, the paper had been reported as losing up to $1 million a month this year.

Eller was succeeded by James P. Smith Jr., who was named president of Chartcom (the entity that held the broadcast licenses) with responsibility for Charter's communications investments. Fred Danneman, who had been serving as Chartcom president was named its chairman.

Chartcom broadcast properties are WDRQ-FM Detroit, WMJX-FM Miami, WOKY(AM)-WMIL-FM Milwaukee, KCBQ(AM) San Diego, KIOI-FM San Francisco and KSIQ-FM St. Louis. Charter Media has also renegotiated a deal made during Eller's tenure for the purchase of KITT-FM San Diego.

WMJX Miami, it should be noted, has had its license revoked, on grounds that concerned previous owners. Charter has indicated it will abandon attempts to appeal the decision, and the station will be off the air in the near future.

Charter had recently announced the sale to CBS Inc. of *Sport*—however, that purchase was subsequently scotched by the CBS board of directors, who declined to approve it.

A third business segment of the Charter organization after its oil and communications group is an insurance group, which Charter says it sees as well positioned for growth in the 1980's.

In the twelve months ended September, Charter Oil Co. revenues rose 30.9% to $4,635,031,000 while net earnings slid 23.6% to $174,726,000. Earnings per share were down 32.7% to $6.09.

Net earnings				
Four quarters through third quarter of 1980	*Four quarters through third quarter of 1979*	*% change*	*Earnings per share*	*Fiscal year ends*
$5,389,000	(1,991,000)	+370.6	**2.03**	Dec
14,284,000	10,758,000	+32.8	**3.10**	Dec
20,050,000	15,393,000	+30.2	**2.79**	Sept
10,446,000	8,746,000	+19.3	**3.99**	Dec
4,710,000	4,682,000	+ 0.6	**1.57**	Dec
6,624,000	43,316,000	−84.7	**.36**	Dec
6,359,000	6,243,000	+ 1.8	**10.39**	Dec
2,738,000	3,867,000	−29.2	**1.49**	Dec
16,408,000	15,653,000	+ 4.8	**6.36**	Dec
1,717,000	1,322,000	+29.9	**.78**	Dec
14,808,000	13,165,000	+12.5	**5.36**	Dec
7,094,950	8,355,500	−15.1	**.41**	Aug
(1,315,867)	1,982,000	−166.3	**(.69)**	Feb
(3,098,000)	(1,030,000)	−200.7	**(1.35)**	Dec
7,994,000	10,719,000	−25.4	**2.84**	Aug
4,790,000	4,175,000	+14.7	**1.45**	Sept
6,932,000	4,672,000	+48.4	**1.70**	May
3,946,000	2,288,000	+72.5	**1.39**	Jun
3,247,176	4,542,903	−28.5	**.85**	Apr
3,436,000	4,620,000	−25.6	**1.32**	Jun
2,035,318	2,076,720	− 2.0	**1.25**	Dec
2,429,787	2,069,871	+17.4	**4.77**	Jun
2,712,000	1,907,000	+42.2	**.94**	Sep
2,263,000	1,409,000	+60.6	**1.90**	Sep
2,588,000	2,067,000	+25.2	**.92**	Dec

90

Chris-Craft Industries Inc. ☐ *Herbert J. Siegel, chairman, president and chief executive officer.*

Chris-Craft, long known as a premier producer of racing boats and pleasure yachts, has divested itself of its boat division, due to increasing losses over the last two fiscal years. The company ended fiscal 1980 with a net loss of $7,994,000 due to a write-off of the boat division's intangible assets, totaling $19,529,000. Its income from continuing operations, however, was a record at $13,339,000, 22% higher than last year. Chris-Craft revenues for the year ended Sept. 30, 1980, were $55,009,000, up $5,278,000 from last year. And for the fourth consecutive year its two VHF television stations—KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore.—reported record revenues, up 9% from fiscal 1979. There was an 8% decline in operating profit which Chris-Craft attributed to a sharp rise in program costs.

Chris-Craft also reported an increase in its equity income due primarily to the purchase of additional shares of 20th Century-Fox Film Corp. It is Fox's largest shareholder, owning 2,250,000, or 21%, of Fox's outstanding common shares. Last July, Fox filed a lawsuit in federal courts in New York which sought, among other things, to bar Chris-Craft from purchasing additional shares of Fox and to require it to divest itself of its present Fox holdings. Fox had offered to buy Chris-Craft's shares at $45, an offer which the company's board of directors unanimously rejected.

37

Columbia Pictures Industries Inc. ☐ *Leo Jaffe, chairman; Francis T. Vincent Jr., president and chief executive officer.*

Total revenues for the four quarters ending Sept. 30, 1980 were $745,297,000, up 33.6% from the previous four quarters' revenues of $557,937,000. Net earnings for the same periods were $50,872,000 and $38,556,000 or a 31.9% gain.

Most of the good news in 1980 came from Columbia's film division. Its "Kramer vs. Kramer" won several Academy Awards including best picture. Other box office successes last year were "China Syndrome," "Electric Horseman" and "Chapter Two."

Profits for Columbia Pictures' Television Production division were up in 1980, but four of the five prime-time series produced last year did not survive network renewals for 1981. The company will continue to produce *Fantasy Island* in 1981 and is re-evaluating its television production division.

Revenues and income from Columbia Pictures broadcast division were down in 1980. In February, the company sold its Spanish language station, WNJU-TV Newark, N.J. for approximately $5,000,000.

Revenues and income from its KCPX-AM-FM Salt Lake City and WWVA-AM Wheeling, W.Va. increased in 1980 over those of 1979. Those for its WCPI-FM Wheeling and WYDE-AM Birmingham, Ala. dropped.

Columbia Pictures acquired Rastar Films Inc. in February 1980 and in May formed multifaceted agreements with Carson Productions Inc., the Johnny Carson-owned company involved in television and motion picture activities. In April 1980, Columbia Pictures joined Getty Oil Company, MCA Inc., Paramount Pictures Corp. and Twentieth Century-Fox Film Corp. in forming Premiere, a controversial all motion picture satellite delivered pay television network program service.

100

Comcast Corp. ☐ *Ralph J. Roberts, president.*

Comcast is primarily concerned with the operation of cable franchises throughout the country. As of June 1980, Comcast served 145,000 basic and 47,200 pay subscribers, as compared to 120,000 basic and 24,000 pay subscribers six months before. Its largest systems are those in Flint, Mich., and western Pennsylvania and Maryland. It has partially operational systems in suburban Philadelphia and northern New Jersey, and hopes to add Trenton, N.J., and Warren, Mich., in the near future.

Comcast's revenues for the 12 months ended Sept. 30, 1980, were $24,795,000, 18% higher than last year; its net income rose 20% to $2,588,000.

The company's cable television systems offer varying levels of service, depending largely on their respective channel capacities. The systems now under construction by the company, however, will have the capacity to carry at least 35 channels of programing. Comcast is also studying the use of its systems to offer security, burglar and fire alarm and meter reading services, and plans to test the services in its Flint system.

Comcast also controls a Music Network division, which conducts a background music service in eight markets, using Teleprompter's Muzak.

Comcast's Merchandising Services division renders services to manufacturers and food brokers to increase their retail sales.

60

Communications Satellite Corp. *John D. Harper, chairman; Joseph V. Charyk, president and chief executive officer.*

Comsat continued its leadership in the application of satellite technology as its Satellite Television Corp. subsidiary requested FCC authority last month to launch a satellite-to-home broadcasting service. The service, which would broadcast three channels of pay television from four satellites to subscribers equipped with small earth stations for about $25 per month, will require well over a billion dollars in capital investments. The first phase alone—one operational satellite serving the Eastern time zone (and one back-up satellite)—will cost $700 million. A total of $2[illegible]5 million of that start-up money will come from Comsat and the rest from a consortium of commercial banks.

And Satellite Television Corp. isn't Comsat's only costly undertaking. It is a one-third partner in Satellite Business Systems (with Aetna Life & Casualty and IBM) and has contributed $125 million to that venture. On Nov. 15, 1980, SBS launched the first of two satellites that will provide a variety of private business communications services.

While Comsat is waiting for those two ventures to turn a profit, it can count on a couple of established operations to keep coffers filled. It derives the bulk of its revenues from Intelsat, the international satellite communications network of which it owns about 23%. Its Comsat General subsidiary also brings in money through its lease of three domestic satellites to AT&T.

The corporate balance sheet of Comsat reflects the sudden aggressiveness of the company. While revenues rose by 14% for the four quarters that ended in September 1980 over the previous year, profits dropped by an equal percentage. Revenues were $287 million, up from $252 million and profits dropped to $36 million, from $42 million.

76

Conrac Corp. ☐ *Donald H. Putnam, president and chief executive officer.*

Contributing to the communications market with telecommunications, data handling and data display products, Conrac Corp. overcame last year's deficit in earnings of $329,000 to produce positive earnings of more than $5 million for the year ended September 1980.

Conrac's telecommunications products include digital data and voice playback recorders, traffic monitoring equipment and data processing systems for network management and billing data collection. A major development in this group is Conrac's TASCOM system. Distributing to the Bell system and to independent telephone companies, TASCOM is a computer-based record keeping system.

Data handling and display products include broadcast monitors, video monitors, electromechanical split-flap displays and language teaching equipment. Conrac's annual report for 1979 states that production output of its video monitor plant rose 35% compared to 1978; this increase reduced average delivery quotations from 22 weeks to eight weeks.

Other areas in Conrac Corp. are aerospace and production machinery and architectural products. Until August 1979, Conrac was a supplier of microphones, antennas and citizen band radios within its Turner division. Due to continuing losses since 1976, the Turner division was dissolved last year.

57

Cox Broadcasting Co. ☐ *Clifford M. Kirtland Jr., president and chief executive officer.*

Big news for Cox Broadcasting in 1980 was the failure of an event to happen—its projected merger into General Electric Co. in what had been postulated as a $460.5-million to $507.9-million stock deal. Cox announced in April that the proposed merger was "being abandoned since it did not appear to be possible to satisfy all the terms and conditions of the merger agreement." The decision was widely attributed to belief that Cox's cable television properties had been undervalued in the original deal, worked out 18 months earlier. Company officials said shortly thereafter that they had no further merger plans.

In the 12 months ended Sept. 30, 1980, Cox's revenues reached $303,269,000, up 22% from the comparable period ended in 1979, and net earnings rose 9% to $45,973,000. In the first nine months of 1980, more than 90% of its revenues came from its broadcasting, cable and related operations, as opposed to almost 83% in calendar 1979. The proportion seemed likely to rise, for in mid-1980 the company announced it would concentrate on broadcasting and cable-type businesses, and subsequently sold United Technical Publications, its business publications arm, to Hearst Corp. for $26 million. Cox said it will retain its automobile auctions, which in 1979 contributed $22,113,000 in revenue and $7,646,000 in operating profit. It has stopped movie-making by its Bing Crosby Productions subsidiary but says it will continue to sell the movies that BCP produced over the past dozen years.

Cox's Broadcasting division consists of five VHF television stations, five AM and seven FM stations, plus two station rep companies—TeleRep in TV and Christal Co. in radio—and Schulke Radio Productions, syndicated music business. In the first nine months of 1980, the division accounted for 49.7% of Cox's revenues and 65% of operating profit. The stations are WSB-AM-FM-TV Atlanta; WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N.C.; WIIC-TV Pittsburgh; KTVU(TV) Oakland-San Francisco; WIOD(AM)-WAIA(FM) Miami; KFI(AM)-KOST(FM) Los Angeles; WLIF(FM) Baltimore and WWSH(FM) Philadelphia.

Cox Cable Communications Inc., the cable division, represented 40.8% of company revenues and 26.6% of operating profit in the first nine months of 1980. Cox Cable serves more than 818,000 cable subscribers with 444,000 pay cable customers in 196 franchised communities in 23 states. Among franchises won in the third quarter was the one for Omaha, a 125,000-home market.

31

Walt Disney Productions ☐ *E. Cardon Walker, chairman and chief executive officer; Ronald W. Miller, president and chief operating officer.*

Walt Disney Productions produces motion pictures for theatrical and television distribution and operates Walt Disney World near Orlando, Fla., and Disneyland Park in Anaheim, Calif. Among its subsidiaries are Buena Vista International and Buena Vista Distribution Co., which distributes, syndicates and sells domestically 35mm theatrical film, television programs and records, Walt Disney Music Co. and Wonderland Music Co. Television, primarily *Disney's Wonderful World* on NBC-TV and international distribution of it, accounts for 2% of the company's total revenues, or $18,290,000. The television operations are included in the motion picture division.

The company's largest operations are Walt Disney World and Disneyland, which account for approximately 69% of the company's total revenues for the four quarters ended Sept. 30, 1980, or $914,505,000. The previous four quarters total revenues were $1,593,828,000. The company has also entered into an agreement with Oriental Land Co. to build Tokyo Disneyland, which is scheduled to open in 1983, at a cost of more than $400 million. Construction has also begun in Florida on a new $800 million project called EP-COT (Experimental Prototype Community of Tomorrow). It is also producing two motion pictures with Paramount Pictures. The first was released last Christmas, "Popeye," and the second, "Dragonslayer," will be released in 1981.

The company's net earnings for the four quarters ended Sept. 30, 1980 were $135,186,000, as compared to $113,788,000 for the previous four quarters.

79

Doyle Dane Bernbach ☐ *Joseph R. Daly, chairman and chief executive officer; Neil R. Austrian, president and chief operating officer.*

During 1980 Doyle Dane Bernbach went on an agency acquisition spree, purchasing Barickman Advertising in Kansas City, Mo.; Bernard Hodes Advertising Inc. in New York; Tandem S.A. of Madrid, 50% of Tandem's agency in Barcelona and 80% of Morel Peyrat Garnier in Paris.

DDB revenues grew by 36% during the year ended Sept. 30, 1980, to more than $136 million while earnings rose by 18%. Approximately $17.4 million of the revenue increases in the first nine months of 1980 was attributable to the agency's acquisitions during the year.

Among the new clients snared during the year were Airwick Industries, MCA/Universal

Discovision, Swensen's Ice Cream Co., W. Atlee Burpee Co., and Borden (jams, breakfast drinks). Lost during the period was Avis Rent A Car.

Doyle Dane Bernbach assigned 53% of its billings to broadcast in 1979 for a total of $246 million. Among its numerous broadcast advertisers were American Airlines, American Tourister Luggage, Bristol-Myers, Bulova, C&C Cola, Clairol, Hershey Foods, Mobil Oil, Polaroid, Sherwin-Williams, Standard Brands, Volkswagen, Atari Inc. and Miles Laboratories.

27

Dun & Bradstreet ☐ *Harrington Drake, chairman and president.*

Though overshadowed by the magnitude of divisions that provide financial services to business, Dun & Bradstreet's broadcast and related holdings continued to be a bright stone in the company's financial fortunes.

There were no basic changes in D&B broadcasting properties other than the April 1980 formalization of the purchase of WVEC(TV) Hampton Roads-Norfolk, Va., which had been agreed to in October 1979. WVEC is in Corinthian Broadcasting's Television Division that also includes KHOU-TV Houston; WISH-TV Indianapolis; KXTV(TV) Sacramento, Calif.; KOTV(TV) Tulsa, Okla., and WANE-TV Fort Wayne, Ind.

Other broadcast-related components within D&B are Peters Griffin Woodward, national station representative, and TVS Television Network, an independent network that produces telecasts of sports and entertainment events.

In nonbroadcast areas, D&B has divisions for business information services; publishing (including Reuben H. Donnelly and Funk & Wagnalls) and marketing services.

D&B profits for the four quarters that ended Sept. 30, 1980, were $99.2 million, up 17.5% from $84.4 million for the four quarters ended Sept. 30, 1979. Revenues exceeded $1.1 billion in the last four quarters. This was a 28.9% gain over $896 million in the four quarters that ended Sept. 30, 1979. D&B has not yet broken out the broadcast share of its revenues, but they are expected to be about 7% or approximately $79 million for the four quarters ended last Sept. 30.

2

Eastman Kodak Co. ☐ *Walter A. Fallon, chairman and chief executive officer; Colby H. Chandler, president.*

For the 12 months ended in September 1980, Eastman Kodak had revenues of about $9.2 billion with earnings of more than $1.1 billion. That's up from the comparable period a year earlier when revenues stood at $7.8 billion and earnings at $1 billion.

Broadcasting sales, a minor portion of the Kodak empire, fall into the company's motion picture and audiovisual markets umbrella. The 1979 sales summary offered this picture: "Strong gains from films serving the entertainment industry [theatrical and television]; slight increases in audiovisual sales; depressed sales to the television news industry."

Kodak divides itself into two divisions, photographic, which contributes the bulk of company revenues, and chemicals. In 1979, $459 million was expended for research and development and among the new products and processes that emerged were an improved instant-color film, clear polyester plastic for beverage bottles and Ektaprint copier-duplicator accessories.

34

Fairchild Industries Inc. ☐ *Edward G. Uhl, chairman and chief executive officer; John F. Dealy, president and chief operating officer.*

A large company that derives most of its revenues from aerospace contracting, Fairchild Industries has expanded its involvement in communications through its subsidiary, American Satellite Corp.

Total revenues for the four quarters ending Sept. 30, 1980, for Fairchild Industries as a whole were $816,333,000, a 15.7% increase over a comparable period in 1979, when revenues totaled $795,667,000. Income was $45,252,000 for the same four quarters in 1980, a 15.8% increase over the same period in 1979.

During fiscal year 1979, which ends for Fairchild in April, American Satellite's operating losses were reduced from $6.8 million in 1978 to $4.8 million.

In the latter half of 1979, Fairchild entered an agreement with Continental Telephone Corp. for Continental to acquire a 50% ownership interest in American Satellite's business with the two companies jointly funding and managing American Satellite's growth. An application for approval of this joint venture pends at the FCC.

Continental and Fairchild also entered into agreements with Western Union Corp. for a substantial ownership interest in communication satellites (see capsule on Western Union).

Fairchild has also acquired a 20.6% interest in Bunker Ramo Corp., a $400-million manufacturer of electric connectors, electronic components, information processing and display systems for telecommunications, financial and computer markets. Fairchild is also trying to negotiate a merger with Bunker Ramo.

71

Filmways Inc. ☐ *Richard L. Bloch, chairman, president and chief executive officer.*

Filmways, located in Los Angeles, made no major acquisitions for its entertainment division, but did sell its Publisher Distributing Corp., which it said "offset expansion and development in entertainment, insurance and manufacturing." Overall revenues for 1980 were $180,057,000, up from $179,545,265 in 1979. Net income rose from $9,443,000 in 1979, to $17,950,918 in 1980.

Filmways officials estimate that 73% of its revenue is derived from its entertainment services division and broadcast manufacturing operations. Filmways entertainment division includes: Filmways Pictures, formerly American International Pictures, purchased in 1979. "Dressed to Kill" and "First Deadly Sin" were among some of Filmways releases for 1980; Filmways Television, another production company, produced in conjunction with Rothman-Wohl Productions, "Son-Rise: A Miracle of Love," which won a Golden Halo Award and Christopher Award; Ruby-Spears Productions, a children's programer, produces Saturday morning's *Plastic Man Comedy Adventure Show;* Heatter-Quigley is producer of *Hollywood Squares* and Filmways Enterprises, is a domestic syndication operation and Filmways International is a foreign syndicator.

Filmways' audio group made two purchases in 1980 adding another firm to that division. Sause & Associates, Los Angeles consultants in performance and presentation technology was purchased and merged with Filmways Audio Services.

The division also acquired an audio equipment sales company, Audio Concepts Inc. It became the fourth company in the audio group. Other firms in the audio group are Filmways/Heider Recording, a studio facility, and Heider Scoring Service and Broadcast Electronics Inc., which designs, develops and manufactures tape cartridge machines, audio consoles and program automation systems.

Filmways' non-broadcasting interests include the Grosset & Dunlap publishing house and its insurance operation, Union Fidelity Corp.

73

Foote, Cone & Belding ☐ *Arthur W. Schultz, chairman and chief executive officer; John E. O'Toole, president and chief operating officer.*

Revenue growth at Foote, Cone & Belding was helped by expansion abroad and at home in 1980 through the acquisitions of Arce & Potti in Spain, SPASM in Australia, and Deutsch, Shea & Evans in New York (a recruitment advertising agency).

FC&B has more than 30 full-service agencies in 20 countries, including Australia, Belgium, Brazil, Denmark, France, Germany, Mexico and South Africa. International commissions and fees account for about 30% of the agency's total revenues.

Revenues for the year ended last Sept. 30 rose by about 25% over the previous year to $158,500,000 while earnings leaped by 51% to $13,526,000. The earnings picture was brightened by an excellent 1979 fourth quarter when net income soared to $6,362,000 from $2,258,000 in the comparable 1978 quarter.

FC&B ranked 11th in U.S. broadcast billings for 1979 with more than $242 million. Its long list of accounts active in TV-radio includes Clairol; Campbell Soup; Lifesavers; Noxell; Sears, Roebuck & Co.; Pizza Hut; Hallmark Cards; Clorox and Sunbeam Corp. New accounts acquired during the year were Arnold Bakers (Orowheat Foods), Comsat and Speed Queen (appliances). It lost Hughes Air West during the year.

26

Gannett Co. ☐ *Allen H. Neuharth, chairman.*

In June 1980, Gannett Co. completed the purchase of WJYW-FM Tampa, an acquisition which puts the Rochester, N.Y.-based communications empire within one AM radio station of a full complement of broadcast properties. The purchase later in the year of Lansdale, Pa., *Reporter* upped the number of daily newspapers owned by Gannett to 81; the company also owns 22 weeklies.

But the major news from Gannett broke only in December—the company announced that it had formed a new subsidiary, Gannett Satellite Information Network, to distribute news, information, advertising and ultimately entertainment via satellite. On target for 1981 will be the production of a prototype for a national newspaper, *USA Today,* which would be printed on Gannett presses in various cities with the copy transmitted via satellite. The Gannett News Service had already used satellite distribution for broadcast reports on the Republican and Democratic 1980 national conventions, a development of which the company was particularly proud.

At the time the satellite announcement was made, Chairman Neuharth indicated that Gannett did not intend to become directly involved in cable ownership—an apparent departure for a company which financial sources indicated had been actively pursuing cable acquisitions through the year.

Gannett's broadcast involvement had, of course, been vastly expanded the year earlier by the purchase of Combined Communications. In its moves into new territory in 1980, Gannett had also acquired Gateway Productions, a documentary and business film house, and its post-production sister Filmpower. The Gannett satellite announcement noted that the company was considering providing programing to cable systems in the future.

Among Gannett's other involvements are ownership of the Lou Harris & Associates research firm and outdoor advertising operations in 10 states and Canada.

Broadcast properties owned by Gannett are WXIA-TV Atlanta; WVON(AM)-WGCI-FM Chicago; WWWE(AM)-WDDX-FM Cleveland; KBTV(TV) Denver; WLQV(AM)-WCZY-FM Detroit; WPTA-TV Fort Wayne, Ind.; KARK-TV Little Rock, Ark.; KPRZ(AM)-KIIS-FM Los Angeles; KLYK-TV Louisville, Ky.; KOCO-TV Oklahoma City; KPNX-TV Phoenix; KSD-AM-FM St. Louis; KSDO(AM)-KEZL-FM San Diego, and WJYW-FM Tampa.

Sales for the company were up 11.5% in the 12 months ended September, to $1,174,070,000. Net earnings rose 6.4% in the period, to $145,676,000 and earnings per share at $4.05 were up 5.5%.

1

General Electric Co. □ *Reginald H. James, chairman and chief executive officer.*

General Electric is of a size bigger than the entire television broadcasting business. In 1979, for example, its revenues of $22,980,000,000 were almost triple those of TV networks and stations as reported by the FCC; its earnings *after* taxes, $1,409,000,000, almost equaled the *pretax* earnings of the television industry. And the company continues to grow. In the 12 months ended Sept. 30, its revenues grew 11.2% to $24,168,700,000 while earnings rose 6.8% to $1,465,000,000.

The company would have grown more if its projected merger with Cox Broadcasting Co., a stock deal valued at $460.5 million to $507.9 million, had not come undone. But Cox opted out, and the deal was over. GE continues to own and operate three TV, three AM and five FM stations plus some 13 cable systems, and it manufactures TV and radio sets, tape recorders and players and CB equipment. But these are relatively minor elements of the GE empire, lumped along with such products as refrigerators, stoves, air conditioners and lamps in its approximately $6 billion (revenues) consumer products and services division, which accounts for about 24% of revenues and 28% of earnings. Other interests range from motors to mining gear, nuclear equipment, aircraft engines and gas and steam turbines.

The GE stations are KFOG(FM) San Francisco, KOA-AM-TV-KOAQ(FM) Denver, WJIB(FM) Boston, WSIX-AM-FM-WNGE(TV) Nashville and WGY(AM)-WGFM(FM)-WRGB(TV) Schenectady, N.Y.

35

General Instrument Corp. □ *Frank G. Hickey, chairman and chief executive officer.*

General Instrument calls itself a "technology-based" company—and it is a leader in each of its four major business divisions. The Jerrold division has been a pioneer supplier of electronic equipment to the cable television industry since its inception 32 years ago, and its products range from head-end signal processing equipment, distribution amplifiers and passive components to subscriber terminals, including those specifically designed for pay TV. Its data division's primary products are computerized systems for legalized wagering, and department store point-of-sale and payment processing. The semiconductor products division is a producer of large-scale integrated circuits, and its component products division manufactures consumer and industrial electromechanical products such as TV and automotive radio tuners.

General Instruments' revenues for the year ending Aug. 31, 1980, were $808,502,000—$197,247 higher than the same period last year. Its net income rose $19,293,000 to $60,282,000 for the same period.

The largest increases came from its cable products division. Last July, General Instruments, the Jerrold division and Metro Cablevision in East Detroit successfully initiated service on the first of its 400 mhz 52-channel cable television systems. The system features special channels for local origination, public access and municipal government and education. It has two-way capability which enables subscribers to talk back to their TV sets, and will allow banking or shopping via cable in the future.

19

General Tire & Rubber Co. □ *Thomas F. O'Neil, chairman; M.G. O'Neil, president and chief executive officer.*

GT&R, a company with interests in a variety of industries in the U.S. and worldwide, suffered a decline in revenues and net income in the four quarters ending in August. Unfavorable economic factors in a number of the company's product areas, a sharp decline in domestic automobile and truck industry production (which adversely affected the company's plastics and industrial products operations) and increased manufacturing costs, resulting in part from underuse of productive capacity, were cited as contributing factors to overall declines from $2,305,173 to $2,189,739, in revenues, and from $96,163,000 to $25,768,000, in net earnings. Earnings per share dropped from $4.08 to $2.07.

The revenues of RKO General Inc., which includes GT&R's broadcasting properties as well as some other subsidiaries, are not included in GT&R's figures. The net earnings are, but they are not available on a quarterly basis.

The company's broadcasting holdings are in jeopardy as a result of an FCC ruling that the company lacks the necessary character qualifications to be a licensee. The ruling results principally from activities of GT&R and was issued in a proceeding involving three television stations—WNAC-TV Boston, WOR-TV New York and KHJ-TV Los Angeles. The commission said it would hold hearings on the fate of the other 13, but not until after judicial review of the decision involving the three. The other 13 are WOR(AM)-WXLO(FM) New York; WRKO(AM)-WROR(FM) Boston; KHJ(AM)-KRTH(FM) Los Angeles; WHBQ-AM-TV Memphis; KFRC(AM) San Francisco; WGMS-AM-FM Washington; WAXY(FM) Fort Lauderdale, Fla., and WFYR(FM) Chicago.

3

Getty Oil □ *S.R. Petersen, chairman and chief executive officer; Robert N. Miller, president and chief operating officer.*

Over 90% of the business of Getty Oil Co. is just that—oil and other petroleum products, their production, transportation, and marketing. The other 10% includes a substantial business in chemicals, as well as involvements in agriculture and land development projects, and forestry products. Getty's communications concerns are operations representing less than 1% of its revenues—but which are of dramatic significance to the cable television industry.

In 1979, Getty acquired 85% of Entertainment and Sports Programing Network, the 24-hour cable sports service that Getty operates as a subsidiary. ESPN, headed by president and chief executive officer Chester R. Simmons, reports its current subscriber base at over 7.5 million. And in April of last year, Getty joined with four motion picture companies (Columbia Pictures, 20th Century-Fox, MCA and Paramount) to form as a joint venture the Premiere pay cable service. Getty put up $30 million in front money in the effort to get Premiere off the ground and onto the satellite.

During the 12 months ended Sept. 30, Getty's revenues almost doubled, up 95% to $8,984,174,000, while net earnings advanced 61% to $843,353,000 and earnings per share climbed 68% to $10.25. Getty attributed the 1980 improvement primarily to higher prices that were realized for crude oil, natural gas liquids and natural gas production. Also, in July Getty acquired ERC Corp., the operations of which added $11 million to Getty's July through September 1980 net earnings.

97

Gray Communications Systems Inc. □ *James H. Gray Sr., chairman, president and chief executive officer.*

Gray Communications, based in Albany, Ga., owns three TV stations, a video systems-sales and design firm, a publishing firm and transportation company.

Overall revenues for the firm in 1980 were $36,756,413, up from the 1979 total of $27,009,884. Net income climbed from $2,069,871 in 1979 to $2,429,787 in 1980. Gray officials estimate that roughly 75% of its total revenues are derived from its broadcast and video systems holdings.

Gray's broadcasting operations remained unchanged. Its three stations are: WALB-TV Albany, Ga.; KTVE-TV El Dorado, Ark.-Monroe, La., and WJHG-TV Panama City, Fla. Last year the FCC ordered Gray to divest itself of WALB-TV, however, since then, another station is being built in the city and the order was rescinded.

Gray Communications Consultants Inc., its video systems house, saw about a 30% increase in revenue for 1980 which was largely attributed to the marketing of a new line of products, color video mobile units and local origination units.

82

Grey Advertising □ *Edward H. Meyer, chairman and chief executive.*

Though revenues at Grey increased by about 10% during the survey year, net income showed a rise of only about 2%. The small profit climb appeared to be a reflection of rising costs during a period of moderate revenue increases.

During the year Grey lost a major client, Airwick, and the effect of two defections in the latter part of 1979, Honda and Amana, was reflected in 1980. Grey was tapped to handle the advertising of the U.S. Department of Defense and took on three additional brands for Borden Inc.

Grey Advertising Inc., the parent company, operates five domestic agencies in the U.S. with offices in New York, Chicago, Minneapolis, Los Angeles and San Francisco. It also has five specialized agencies in New York. Grey International operates 24 offices in 22 countries, including the United Kingdom, France, Canada, Germany, Italy, Japan, Brazil, Belgium and Argentina.

Grey amassed TV-radio billings in the U.S. of more than $296 million in 1979. Grey's substantial broadcast accounts include Beecham Products, Block Drug, Borden Inc., General Foods, International Playtex, Mennen Co., Revlon, Timex and Gillette.

8

Gulf + Western Industries Inc. ☐ *Charles G. Bluhdorn, chairman; David N. Judelson, president.*

Happy Days, Laverne & Shirley, Mork & Mindy, Taxi and *Shogun.* Theatrical movies licensed to television cable-TV service and home video programing. Those are among the Paramount Television contributions to the Gulf + Western conglomerate which had "business-segment" revenues of more than $5.3 billion and net earnings of more than $255 million for its fiscal year 1980 ended July 31. (Financial services count for yet another $1.5 billion.)

While series and films for television brought G+W $224 million in revenues, up 21% from the previous year, that represented only about 4% of the overall pie. G+W has cited revenues from syndication of *Happy Days* as an important reason for the gains made by its Leisure Time Group. Other gains have yet to be realized. By July 31, Paramount was said to have unrecognized television licensing agreements worth about $330 million.

New media activities of G+W, through Paramount, include its USA Network on cable (with UA-Columbia); Paramount Home Video, formed for domestic sale of videocassettes and videodisks, and for international sale, Cinema International Corp.

Within the G+W mix, Financial Services (insurance and other operations) tops the financial statement. Apparel and Home Furnishing is next at about $1.4 billion, then Manufactuaring ($1.3 billion); Leisure Time ($1 billion); Natural Resources and Building Products ($633 million); Consumer and Agricultural Products ($541 million), and Automotive Replacement Parts ($436 million).

The overall revenues and net earnings broke records during fiscal 1980 and since the close of G+W's year, the company has taken steps to reduce its long-term debt, having reduced convertible debt and increased stockholders' equity by more than $250 million.

39

Gulf United Corp. ☐ *E. Grant Fitts, chairman, chief executive officer and president.*

Gulf United Corp., based in Jacksonville, Fla., is primarily in the life insurance business. But in 1977, the company formed a broadcasting division, Gulf Broadcast Group. Over three years, it acquired WTSP-TV Largo, Fla.; WGHP-TV High Point, N.C.; WVOJ(AM) Jacksonville, Fla.; WNDE(AM)-WFBQ(FM) Indianapolis; KTXQ(FM) Fort Worth; WKAP(AM) Allentown, Pa., and WWNR(AM) Beckley, W. Va. Then last August, Gulf United and San Juan Racing Association executed a formal agreement providing for the acquisition by Gulf United of nine radio stations owned by a subsidiary of San Juan for $62 million plus a $5-million assumption of liabilities. But because of the FCC's multiple ownership rules, Gulf must spin-off four of the nine stations. The five stations Gulf is keeping are: WKLS-AM-FM Atlanta; WQAL(FM) Cleveland; KRLY(FM) Houston, and WJMD(FM) Bethesda, Md. It sold four, WJIT(AM)-WKTU(FM) New York and WYSP(FM) Philadelphia, to Infinity Broadcasting Corp. for $32 million, and the fourth, WUST(AM) Washington, to District Group Communications Inc., owned by James McQueen, an executive with the Department of Transportation, for $1.5 million. The transactions are not expected to be consummated until late this year.

Gulf United's revenues for the four quarters ended Sept. 30, 1980, were $655,334,000, up from $476,719,000 for the previous four quarters. Net earnings for the same period were $83,520,000, up from $50,902,000.

23

Harris Corp. ☐ *Joseph A. Boyd, chairman and chief executive; John T. Hartley, president and principal operating officer.*

Harris Corp., which bounded over the billion-dollar mark in total revenues in 1979, continued its sales gains in 1980, reporting nearly $1.4 billion for the four quarters ending in September. Profits were also up for those four quarters over the comparable period of 1979; they jumped 16%, from $71.6 million to $83.1 million.

To put it simply, Harris is in the communications business. But that business encompasses the manufacture of a wide variety of products ranging from printing presses to semiconductors to television transmitters. The corporation now consists of six groups: information systems, communications (broadcast and two-way radio equipment and satellite earth stations), semiconductors government systems, printing equipment and Farinon.

The Farinon group, which manufactures telephone and broadcast equipment, is the former Farinon Corp., which Harris absorbed in its entirety in February 1980. At the time of the merger, Farinon was doing about $100 million worth of business annually.

In addition to Farinon, Harris has bought two other companies to fill a couple of holes in its line of communication products. It is now able to address the digital broadcast equipment market after completing the acquisition of Consolidated Video Systems (now Video Systems Operations) in early 1980. And last November Harris announced the acquisition of Automation Electronics Inc., Lafayette, Ind., provider of computerized business systems to radio stations.

59

Harte-Hanks Communications Inc. ☐ *Houston H. Harte, chairman; Robert G. Marbut, president and chief executive officer.*

Although Harte-Hanks, which owns 28 daily newspapers, still counts on the publishing business for the bulk of its revenues, a full 21% of its total revenues now derive from broadcasting.

Its broadcasting portfolio includes WSGN(AM) Birmingham, Ala.; KULF(AM)-KYND(FM) Houston and KENS-TV San Antonio, both Texas; KMJK(FM) Lake Oswego-Portland, Ore.; WEZI(FM) Memphis, Tenn.; KOY(AM)-KQYT(FM) Phoenix; WRVA(AM)-WRVQ(FM) Richmond, Va.; WLCY(AM)-WRBQ(FM) Tampa-St. Petersburg, Fla.; WFMY-TV Greensboro, N.C.; WTLV(TV) Jacksonville, Fla., and KYTV(TV) Springfield, Mo.

Like other newspaper chains, Harte-Hanks is building a cable division. Although it now has only 15,000 subscribers it manages several systems with buy-out options it plans to exercise in 1981.

Both revenues and profits rose significantly for the company in 1980. Revenues were up 26.4% for the four quarters ending September 1980, over the same period of 1979, rising from $228 million to $288 million. For the same period, profits rose 19.7% from $17.9 million to $21.4 million.

41

Insilco Corp. ☐ *Durand B. Blatz, chairman.*

Rolodex files and Red Devil paint, silverware, pre-fab homes, key blanks and auto parts—all are produced by divisions of this diversified Meriden, Conn. firm. And among Insilco's holdings is Times Fiber Communications, a now wholly-owned subsidiary that had been formed in 1977 as a joint venture between Insilco's Times Wire & Cable unit and private investors who included Irving Kahn of Broadband Communications. Late in 1979, Insilco acquired the 49% minority interest.

Through Times Fiber Communications, of which Wire & Cable is now a part, Insilco lays claims to being a leader both in supplying traditional coaxial cable to CATV systems and in the development of fiber optics technology. In fact, the company says that over half the coax in use by the cable industry today is Times Wire & Cable product. Insilco has told shareholders that it expects Times Fiber to be a major contributor to the company's financial performance in the 1980's. Under Insilco's corporate structure, Times Fiber Communications is part of an electronics division that includes four other companies that are banded together as the Computer Circuitry Group.

Insilco also holds a 32% interest in Broad Street Communications Corp., whose four AM and three FM stations, plus a New Orleans-based Insilco Sports Network and the Oklahoma News Network make up what's called the Insilco Broadcast Group. Owned stations are WELI(AM) New Haven, Conn.; WVCG(AM)-WYOR(FM) Coral Gables, Fla.; WGSO(AM)-WQUE(FM) New Orleans, and KTIK(AM)-KZIE(FM) Oklahoma City.

Sales during the 12 months ended Sept. 30 rose 13.8% to $635,513,000, while earnings climbed 12.1% to $29,330,000. Earnings per share were up 11.4%, to $2.35. On Sept. 24, the company called its 9.34% convertible subordinated debentures due April 1, 1999, of which $17.4 million principal amount was outstanding. Ninety six percent were converted to common stock, and that reduction of $17 million in long-term debt boosted Insilco's net worth over the $200 million mark.

48

Interpublic Group of Companies ☐ *Philip H. Geier Jr., chairman and chief executive officer; J. Donald McNamara, president.*

Interpublic's revenues rose by about 18% to more than $416 million in the year ended last Sept. 30 while profits dropped by about 8% to $19,592,000. Chairman Geier said that in 1980 the earnings of the company were affected adversely by poor financial performance of some offices within the group.

The Interpublic complex of agencies consists of McCann-Erickson Worldwide, Campbell-Ewald Worldwide, the Marschalk Co. and SSC&B and SSC&B: Lintas International.

McCann-Erickson heads the list of Interpublic agencies both in terms of overall billing and domestic broadcast billings. In 1979 it alloted $270 million to television and radio. SSC&B, which became an Interpublic agency in the fall of 1979, spent slightly more than $130 million in the U.S. broadcast media that year. Campbell-Ewald assigned more than $170 million to broadcast domestically in 1979 and Marschalk had broadcast expenditures of $78.8 million.

Broadcast-active accounts at McCann are Coca-Cola, Mennen, Johnson & Johnson, Nabisco, Pabst Brewing, Abbott Laboratories and Kraft. Campbell-Ewald's TV-radio spenders include General Motors, Goodyear Tire & Rubber Co., Burroughs Corp., Magnavox, Libbey-Owens, and Ford. SSC&B's TV-radio clients include American Can Co., California Avocado Commission, Carnation Co., Citicorp, Johnson & Johnson, Mennen and Noxell Corp. TV-radio billing at Marschalk accrued from Coca-Cola, Drackett Co., Gillette Co., Maybelline/Plough, and Richardson Merrell (Vicks Health Care Division).

32

Jefferson-Pilot Corp. ☐ *W. Roger Soles, president and chief executive officer.*

Consolidated revenues for the four quarters ending Sept. 30, 1980, were $867,979,000, up 7.8% from $805,352,000 generated during a comparable period in 1979. Income totaled $95,409,000 for the same four quarters in 1980, up 1.2% from $94,292,000 earned during the comparable period in 1979.

Most of the company's consolidated revenues and income come from its principal subsidiaries, the Jefferson Standard Life Insurance Co. and the Pilot Life Insurance Co., both of Greensboro, N.C.

For the four quarters ending Sept. 30, 1980, broadcast revenues were $42,379,000, or 4.88% of Jefferson-Pilot's consolidated revenues. The previous four quarter's broadcast revenues totaled $36,096,000, or 4.5% of total revenues. Net income from broadcast holdings for the comparable quarters in 1980 were $6,065,000 or 6.0% of total net income. During the previous four quarters, net income for broadcast holdings was $6,208,000 or 6.6% of the parent company's income.

Jefferson-Pilot Broadcasting Co. operates WGBS(AM)-WLYF(FM) Miami, WBT(AM)WBCY(FM)-WBT-TV, Charlotte, N.C.; WWBT(TV) Richmond, Va.; KIMN(AM)-KYGO(FM) Denver; WQXI-AM-FM Atlanta; WBIG(AM) Greensboro and WWIL(AM)-WHSL(FM) Wilmington, all North Carolina.

95

Marvin Josephson Associates ☐ *Marvin Josephson, chairman and chief executive officer; Alvin Schulman, president and chief operating officer.*

MJA, one of the largest talent agencies, had a disappointing year in 1980—at least in terms of profits, which were down 25.6% for the four quarters ended September 1980 as compared to the previous four quarters. Revenues however were up slightly (2.7%) totaling $38.1 million for the fiscal year ended September 1980.

In addition to its talent agency businesses, MJA has a growing communications division which includes two radio stations (WNIC-AM-FM Detroit), and Robert Keeshan Associates Inc., producer of the *Captain Kangaroo* children's television program. That show was renewed by CBS for the 26th year in 1980.

Late last year, MJA purchased, subject to FCC approval, WNOR-AM-FM Norfolk, Va., for $2.6 million—its first broadcast property purchase since 1977.

Revenues derived from MJA's broadcast holdings for the four quarters ended June 1980 were $4.2 million or 11.02% of total revenues, down from the previous year when broadcast revenues totaled 12.9% of total revenues.

56

JWT Group Inc. ☐ *Don Johnston, chairman and chief executive officer; Wayne Fickinger, president and chief operating officer.*

In mid-June the J. Walter Thompson Co. became known officially as the JWT Group Inc., said to reflect more fully the various advertising, public relations and other communications-related companies represented in the parent company. Revenues for the year ended last Sept. 30 swelled by 28% to more than $316 million while profits climbed to more than $15.7 million, up from $12.8 million in the previous year.

The past year has been marked by acquisitions. In June JWT purchased the world's largest public relations agency, Hill & Knowlton Inc., for $28 million in cash and stock. Another subsidiary, Euro-Advertising, was busy buying into agencies in London; Duesseldorf, Germany; Paris; Bologna/Milan, Italy; Athens; Lyons, France, and Melbourne, Australia, during the year.

In world income in 1979 Thompson was the leading U.S. agency. Domestically it was topped only by Young & Rubicam. In 1979 the J. Walter Thompson Co. had U.S. broadcast billings of $625 million, second only to Y&R which reported $673.4 million.

During the past year Thompson landed new accounts including 20th Century-Fox Film Corp., California Milk Advisory Board, Dunlop Sports Co. and H&R Block. Among the accounts lost during the year were Sperry New Holland Division (farm equipment) and Parker Pen Co.

Though all subsidiaries contributed to the positive financial results, the J. Walter Thompson Co. (agency subsidiary) turned in strong revenue and profits, with key offices domestically and internationally reporting substantial gains.

28

Knight-Ridder ☐ *Alvah H. Chapman Jr., president and chief executive officer.*

Knight-Ridder, largely known for its chain of 35 newspapers across the country, also owns three VHF stations: WJRT(TV) Flint, Mich.; WPRI-TV Providence, R.I., and WTEN(TV) Albany, N.Y. The company reported revenues of $1,062,675,000, and a net income of $88,366,000 for the four quarters ended Sept. 30, up 10% and 28%, respectively, from a year ago. The broadcast division contributed $27,879,000, or 3% of all revenues.

Knight-Ridder has announced an agreement with Landmark Communications Inc. to acquire WTAR-TV Norfolk, Va., for $48.3 million. FCC approval of the purchase is still pending. Knight-Ridder also owns and operates Viewdata Corp. of America, Observer Transportation Co., Portage Newspaper Supply Co., Fisher Publishing, Commodity News Services Inc., Commercial Terminals of Detroit, Twin Cities Newspaper Services, Knight News Services, Knight-Ridder Newspaper Sales and ADAMS Inc.

78

Lee Enterprises Inc. ☐ *Lloyd G. Schermer, president.*

Lee Enterprises has enjoyed another profitable year, with revenues and earnings increasing 15% and 23%, respectively. Revenues for the 1980 fiscal year were $136,958,000, net income totaled $20,050,000. The large increase in net income was due to the sale of Lee's Mason City, Iowa, VHF station, KIMT-TV.

In addition to owning 20 newspapers in seven states, Lee also owns four other VHF's: KHQA-TV Hannibal, Mo.; WSAZ-TV Huntington, W. Va.; KGMB-TV Honolulu, and KOIN-TV Portland, Ore. Lee also owns two AM-FM combinations: WTAD(AM)-WSAZ(FM) Quincy, Ill., and KFAB(AM)-KGOR(FM) Omaha, Neb.

Lee continues to enjoy success with its two joint ventures: NAPP Systems Inc. and SINO Information Resources Inc. NAPP—which Lee owns along with Nippon Paint Co. of Osaka, Japan—manufactures graphic arts products. Last July, NAPP completed a $9-million facility in San Marcos, Calif., for increased production capacity for NAPP's plastic printing plates. NAPP also broke ground for a $3-million facility to produce silver-free films and contact paper. The paper, called "NAPPrint," is already being marketed nationally.

SINO Information Resources is owned jointly with BNC Enterprises Inc. of New York. This company does business with the People's Republic of China in magazine and newspaper advertising, book and map publishing, wholesale travel tours and business service consulting. SINO has exclusive rights to publish the Official English Language Tour Guide of China with maps.

58

Liberty Corp. ☐ *Francis M. Hipp, chairman; W. Hayne Hipp, chief executive officer; Macon G. Patton, president.*

Liberty Corp. is primarily involved in life insurance and savings and loans, although it added substantially to its present broadcast holdings of Cosmos Broadcasting Corp. by buying Orion Broadcasting for $110 million in June 1980. The purchase is expected to be completed and approved by the FCC this year. Cosmos is selling one radio and three television stations as part of the deal. It plans to sell WAVE(AM) Louisville, Ky.; WFRV-TV Green Bay, Wis., and its satellite WSMN-TV Escanaba, Mich., and WMT(TV) Cedar Rapids, Iowa. Cosmos owns WSFA-TV Montgomery, Ala.; WSRZ(FM) Sarasota, Fla.; WDSU-TV New Orleans; WTOL-TV Toledo Ohio, and WIS-AM-TV Columbia, S.C. From the Orion deal it plans to keep: WFIE-TV Evansville, Ind.; WMT-AM-FM Cedar Rapids, Iowa, and WAVE-TV Louisville, Ky.

The year saw Liberty's revenues rise from $266,781,000 to $291,956,000. Total earnings, however, dropped from $32,801,000 to $30,823,000. Earnings per share reflected that modest drop, dipping from $2.49 in 1979 to $2.40 in 1980.

The Cosmos division showed increases though. For the first nine months of 1980, Cosmos earnings rose 4.9% ($5,161,000 to $5,414,000) and revenues climbed to $29,079,000, up from $26,690,000. Liberty reported that increased lapses and groups claims in its insurance division along with a drop in the first nine months of 1980 by the savings and loan operation, caused the earnings drop.

86

LIN Broadcasting ☐ *Donald A. Pels, chairman and president.*

LIN derives about 90% of its revenues from its eight radio and four television stations. In 1980, the company brought in $62,579,000 in revenues, up 10% from 1979, with broadcasting accounting for approximately $56,321,000 of that figure. The company saw earnings rise 11% to $14,808,000 from $13,165,000. Earnings per share rose from $4.78 in 1979 to $5.36 in 1980.

LIN was active in the buying and selling market this year. As required by an FCC divestiture order LIN sold KHFI-FM Austin, Tex., to Central Texas Broadcasting in July for $1.5 million. LIN bought two Milwaukee stations, WEMP(AM)-WNUW(FM) from Consolidated Broadcasting Corp. for $3.3 million, also in July. LIN's second quarter stockholder statement said: "The stations are not profitable." The buy is subject to FCC approval.

The company derives approximately 67% of its broadcast revenues from its television stations and 33% from its radio properties. Those stations are: WAND(TV) Decatur, Ill.; WIL-AM-FM St. Louis; WBBF(AM)-WMJO(FM) Rochester, N.Y.; WFIL(AM)-WUSL(FM) Philadelphia; KTVV(TV) Austin, Tex.; KXAS-TV Fort Worth; KILT-AM-FM Houston, and WAVY-TV Portsmouth, Va.

LIN's non-broadcast businesses are radio paging and two-way radio service.

55

M/A-Com Inc. □ *Lawrence Gould, president; Joseph C. Bothwell Jr., vice president.*

M/A-Com Inc., formerly Microwave Associates Inc., is a rapidly expanding supplier of equipment for satellite communications, data communications, television broadcast transmission and cable television. M/A-Com also produces a broad range of microwave components for government, commercial, and telecommunications markets.

In 1980, M/A-Com increased its revenues 60.1% to $322,480,000, up from $123,981,000 in 1979. Earnings were up 97.6% from $8,366,000 in 1979 to $24,905,000 in 1980. During 1980 the company purchased Lawrence Laboratory Inc. and merged with Linkabit, Valtec, Ohio Scientific and Prodelin.

24

MCA Inc. □ *Lew R. Wasserman, chairman and chief executive; Sidney Jay Sheinberg, president.*

With "filmed entertainment" the biggest revenue contributor, MCA Inc. for the four quarters ended Sept. 30 had revenues of $1,347,341,000 with net earnings of $155,170,000. That's up from $1,211,179,000 in revenues a year earlier but down from $167,274,000 in earnings (which were bolstered in 1979 when MCA won a tax refund case worth $39,700,000 in extraordinary income).

For the first nine months of 1980, MCA reported record revenues for the corporation as a whole ($959,624,000) and for its filmed entertainment division ($602,631,000). The television category, however, was down—$210,404,000 for the first three quarters of 1980 versus $271,378,000 for the same period in 1979. MCA explained that division increases "were partially offset by reduced network licensing of theatrical films, lower syndication revenues and decreased television revenues due to the actors' strike, which delayed production and delivery of television programing for the 1980-81 broadcast season."

Under the Universal name, MCA movies released so far this year have included "Coal Miner's Daughter," "Melvin and Howard," "Cheech and Chong's Next Movie" and "Flash Gordon." Universal TV continues as a major network television force, with such returning series as *Lobo, Quincy* and *House Calls* and new programs such as *Magnum P.I.* On the syndication side, MCA TV Program Enterprises launched *The Toni Tennille Show,* a market where MCA TV is well established with programing ranging from reruns to original fare for the Operation Prime Time consortium.

MCA is already pursuing new television technologies with Discovision, a joint venture with IBM, and it also is attempting to enter the pay TV market with Premiere, rather than just licensing its films to other services. The Justice Department currently is challenging Premiere on antitrust grounds, seeking to stop the national pay service—which is a joint effort among Getty Oil Co., MCA, Columbia Pictures Industries, Paramount Pictures Corp. and 20th Century-Fox Film Corp.

For MCA's records and music publishing division, MCA claimed increased revenues "due to the sales strength of certain releases and the introduction of a new line of discount records"—and a "return to profitability" for the MCA Records Group. MCA's retail and mail order business as well as savings and loan activities in Colorado, however, suffered losses.

30

McGraw-Hill Inc. □ *Harold W. McGraw Jr., chairman and president.*

McGraw-Hill is one of the nation's leading publishers of books and trade publications, but it is also a significant figure in broadcasting, with four network-affiliated stations. Overall, the company reported $977,201,000 in revenues for the four quarters ending in September 1980, and $83,398,000 in net earnings. Earnings per share were $3.36. Thus, the company moved ahead of its mark in the preceding 12 months, when the comparable figures were $836,573,000 in revenues, $73,808,000 in net earnings and $2.99 in earnings per share. The figures also reflect operations in such areas as information systems, financial services and economic information services. The company's four stations are WRTV(TV) Indianapolis; KERO-TV Bakersfield, Calif.; KMGH-TV Denver, and KGTV(TV) San Diego. The stations' earnings for the same four quarters were not available but, based on previous performance, were believed to account for over 5% of total earnings.

69

MCI Communications Corp. □ *William G. McGowan, chairman and chief executive officer.*

MCI Communications, one of the first of the new breed of common carriers that, thanks to favorable policies by the FCC and rulings by the courts, are providing AT&T with competition of a kind it once never knew. MCI offers intercity long-distance telecommunications services to businesses and individual users over a country-spanning microwave radio network that covers 8,000 route miles. The $376 million system, augmented by facilities leased from other carriers, last year served 60,000 customers in 70 metropolitan areas covering more than 2,000 cities.

Both the number of customers and cities served are steadily on the rise. And last year, MCI reported major increases in revenues and net earnings for the four quarters ending in September. Revenues increased from $115,187,000 to $182,045,000, and net earnings, from $9,433,000 to $16,818,000. Earnings per share, however, dropped from 22 cents to 21.

But the major news involving the company in 1980 was the historical trebel damages award it won in the antitrust suit it brought against AT&T—$1.8 billion. AT&T has appealed the case to the U.S. Court of Appeals for the Seventh Circuit, in Chicago, which is expected to rule later this year. The court victory over AT&T followed one in 1979, in which MCI won the right to compete with AT&T for long-distance service offered to business. That victory was not secure until the high court reviewed the case three times.

54

Media General Inc. □ *D. Tennant Bryan, chairman; Alan S. Donnahoe, president.*

Media General is a diversified communications company with newspaper, broadcast, printing and publishing operations, along with its newsprint subsidiary. Media General's revenues in the four quarters ended Sept. 30, 1980 were $323,301,000, up 19.8% from $269,644,000 in 1979. Net earnings were up 18.9% from $23,760,000 in 1979 to $28,258,000 in 1980.

In 1980 Media General purchased Highlander Publications along with the Herald Press. The Golden West Publishing Co. was also acquired by Media General. All three new acquisitions are based in southern California.

The company's broadcast division consists of WFLA-AM-FM-TV in Tampa/St. Petersburg, Fla., and a cable system in Fredericksburg, Va.

51

Meredith Corp. □ *E.T. Meredith III, chairman; Robert A. Burnett, president and CEO.*

Based in Des Moines, Iowa, Meredith Corp. is best known for its magazine publishing division which includes *Better Homes and Gardens* and *Apartment Life.* That division produces the major portion of the company's revenues. Broadcasting contributes about 16%. For the year, broadcasting revenues totaled $59,145,000. Meredith's other divisions are book publishing and allied products and services.

The whole company posted revenues of $360,641,000 in 1980, up from $332,773,000 in 1979, with net earnings of $23,102,000, up from $17,277,000, and earnings per share of $7.40, up from 1979's $5.57.

Meredith owns a 40% interest in Omega Communications, licensee of WOFL-TV Orlando, Fla., which went on the air in October 1979. Its other broadcast holdings, which it owns 100%, are: KPHO-TV Phoenix; WPGH-TV Pittsburgh; WTVH(TV) Syracuse, N.Y.; WNEM-TV Bay City, Mich.; KCMO-AM-TV and KCEZ(FM), all Kansas City; WGST(AM)-WPCH(TV) Atlanta, WOW(AM)-KEZO(FM) Omaha.

Among 1980 acquisitions, the company bought 50% of the stock of Planned Cable Systems Corp., which offers STV service to Fort Lauderdale, Fla.

The broadcasting arm got into programing this year, teaming with Bill Hillier Productions in making *The World of People.* The syndicated program is distributed by Victory Telvision and Meredith says it has been sold to 50 stations. Another programing project, *Julie's World,* a TV serial designed for junior high school students, was produced with Alan Sloan Inc. in Los Angeles with Metromedia handling distribution. Meredith also created the Georgia Radio News Service this year, supplying news, sports, weather, features and nighttime programing to affiliates.

The company is undertaking a $2.7 million renovation of offices at its WNEM-TV in Bay City. It cited in its annual report the Phoenix and Kansas City television stations as turning in "exceptional performances" in 1980.

70

Metro-Goldwyn-Mayer Film Co. □ *Frank E. Rosenfelt, chairman and chief executive officer; David Begelman, president.*

On May 30, 1980, Metro-Goldwyn-Mayer Inc. split into two publicly-held corporations: Metro-Goldwyn-Mayer Film Co. and MGM Grand Hotels Inc.

Revenues for Metro-Goldwyn-Mayer Film Co., from feature films and television programs, totalled $181,177,000 for the company's fiscal year ended Aug. 31. That's down from fiscal 1979's film and TV revenues of $192,968,000 but with good reason. The year before, MGM gained $31,237,000 from NBC for "Gone with the Wind," the largest licensing fee ever paid for a single film in television history. For a similar reason, net income for fiscal 1980 was less than 1979: $16,457,000 versus $29,422,000. Excluding "GWTW," however, net income was up 22%.

During the year, MGM came back on the domestic television scene for theatrical features and short subjects, having previously had United Artists as a sub-distributor in the U.S.

and Canada. The company called this a first step towards direct theatrical distribution of its film product. It also went into the videocassette and videodisk business with CBS under the name MGM/CBS Home Video.

On the network and now on the syndication side, *CHiPs* is a major income generator for MGM and the company continues to benefit from local sale of *Tom and Jerry* cartoons as well. During fiscal 1980, CBS bought network rights to six MGM films for $22 million, most of which won't show up on financial statements until fiscal 1981.

MGM is looking to beef up its involvement in television, with five network pilots, including a *CHiPs* spin-off, and it also is hoping to break in as a first-run producer for syndication, with the half-hour series, *Hollywood's Greatest Mysteries*.

In fiscal 1980, MGM showed revenues of $39,554,000 from television and $141,623,000 from feature films (the latter including TV license fees for movies).

46

Metromedia ☐ *John W. Kluge, chairman and president.*

Metromedia is a diversified entertainment and advertising business in which broadcasting plays a major role. The company owns the Ice Capades, Metromedia Producers Corp., which produces and distributes syndicated television programs and the Harlem Globetrotters. It also owns outdoor and advertising businesses in 15 major markets and 20 radio and television stations—WNEW-AM-FM-TV New York; WASH(FM)-WTTG(TV) Washington; WTCN-TV Minneapolis-St. Paul; KMBC-TV Kansas City, Mo.; WXIX-TV Cincinnati; KLAC(AM)-KMET(FM)-KTTV(TV) Los Angeles; KRIV-TV Houston; WIP(AM)-WMMR(FM) Philadelphia; KNEW(AM)-KSAN(FM) San Francisco-Oakland; WMET(FM) Chicago; WOMC(FM) Detroit; KRLD(AM) Dallas-Fort Worth, and WCBM(AM) Baltimore. They accounted for $193,182,000 of the total $442,460,000 revenues in the most recent four quarters. The company's total income came to $51,624,000, an increase of 34% from the previous four quarters.

15

Motorola ☐ *Robert W. Galvin, chairman; William J. Weisz, president.*

Motorola is a manufacturer of electronic equipment and components. The company's revenues in 1980 totaled $3,058,451,000, an increase of 18.2% over the 1979 figure, $2,586,579,000. Earnings for 1980 were up 14.3%—from $151,514,000 in 1979 to $173,198,000.

In 1980 the company's communications group was awarded a $1.9 million contract for radio equipment from the U.S. Air Force. A $3.5 million contract came from the Royal Canadian Mounted Police for Syntor mobile consoles, scanning equipment and terminals.

96

Movielab Inc. ☐ *Saul Jeffee, chairman and president.*

Movielab is a professional motion picture processor of film used for theater, television, educational and industrial viewing. In 1980 the company's revenues were $37,269,200, up 12.8% from $33,038,030 in 1979. Earnings decreased by 2%, from $2,076,720 in 1979 to $2,035,318 in 1980. Earnings per share dropped from $1.29 in 1979 to $1.25 in 1980.

Among top television releases which Movielab has processed are *Mork & Mindy, Laverne & Shirley, Charlie's Angels, Hart To Hart, Vega$* and *The Bad News Bears.*

75

Multimedia Inc. ☐ *Wilson Wearn, president and chief executive officer.*

Multimedia was a name picked to reflect the nature of the business of the company formed in 1968, in Greenville, S.C., through the merger of three privately held companies that published four daily newspapers and operated 10 broadcasting stations in the Southeast. Today, the company publishes 13 daily and 22 non-daily newspapers and operates six television stations—five of them VHF—and 12 AM and FM stations in 13 states. It acquired ownership in 1979 of cable television systems interests in Oklahoma and Kansas. Besides those facilities, Multimedia is in the program syndication business, syndicating three TV properties—including *Donahue, The Bob Braun Show* and *Young People's Specials.* Overall, the company reported $155,650,000 in revenues for the four quarters ending in September 1980, a 22.7% increase over revenues in the preceding 12 months, and $20,644,000 in net earnings, a 15% increase. Earnings per share increased from $1.79 to $2.09.

The company's broadcast holdings include WZTV(TV) Nashville, the UHF acquired in 1980 from Reel Broadcasting Co.; WVEZ(FM)-WAKY-TV Louisville, Ky.; WLWT(TV) Cincinnati; WFBC-AM-FM-TV Greenville, S.C.; WBIR-TV Knoxville; WMAZ-AM-FM-TV Macon, Ga.; WWNC(AM) Asheville, N.C.; WXII-TV Winston-Salem, N.C.; KAAY(AM)-KEZQ(FM) Little Rock, Ark.; KEEL(AM)-KMBQ(FM) Shreveport, La., and WEZW(FM) Milwaukee-Wauwatosa. The company says they accounted for $78,558,727 of revenues during the four quarters ending in September. The new cable television properties generated almost $6 million in revenues in the first three quarters of 1980.

38

New York Times Co. ☐ *Arthur Ochs Sulzberger, chairman; Walter E. Mattson, president.*

The New York Times Co. is a diversified company with interests in magazine publishing, information retrieval, the worldwide syndication of news and features and newsprint companies, as well as the *New York Times* and radio and television stations.

The company in the four quarters ending in September reported an increase in revenues from $584,248,000 to $714,980,000, and an increase in net earnings from $27,264,000 to $41,469,000. The company's four broadcast properties—WREG-TV Memphis, Tenn.; KFSM-TV Fort Smith, Ark.; WHNT-TV Huntsville, Ala. (acquired in 1980), and WQXR-AM-FM New York—accounted for $16 million of its revenues in those four quarters.

43

A.C. Nielsen Co. ☐ *A.C. Nielsen Jr., chairman; N.E. Harden, president.*

During the four quarters ending Sept. 30, 1980, total revenues for the A.C. Nielsen Co. rose 23.1% to $490,164,000 from $398,106,000 for the same four quarters in 1979. Net income during those four quarters in 1980 rose 10.5% to $28,880,000 from $26,131,000 during the previous four quarters.

The company offers research, clearing house, petroleum information and other services. Its research services now include the Marketing Research and Media Research Groups, Coordinated Management Systems, Inc., Dataquest Inc. and Product Recovery Services, Inc.

Total revenues for the Media Services Group for fiscal year 1980, which Nielsen ends on Aug. 31, were $47,700,000 or 9% of the parent company's total revenues. This compares to revenues of $40,000,000 in fiscal 1979, which were 10% of Nielsen's total revenues.

A.C. Nielsen now operates 46 subsidiaries in the U.S. and overseas. In addition to these, it acquired Compucom Inc. in Oct. 1980. This 12-year-old Dallas-based firm provides telecommunications engineering services to cable television, media and cable programing firms, common carrier cable equipment vendors, telephone and utility companies, and oil and railroad companies. Services it provides include satellite earth station site planning, coordination and protection, terrestrial frequency engineering, frequency protection and related services, communications field services and network engineering services to help large organizations design, develop, implement and manage telecommunications networks.

12

Nippon Electric Co. ☐ *Koji Kobayashi, chairman and chief executive officer; Tadahiro Sekimoto, president.*

Nippon Electric Co. (NEC) is a Japanese industrial giant whose close to $4 billion in sales in fiscal 1980 (ended March 31) were generated by products ranging from microwave ovens to business computers. The Tokyo-based sales fell into company's four main operating areas: telecommunications; electronic data processing and industrial electronic systems; electron devices, and consumer electronics. One of the company's several United States subsidiaries, NEC America, is responsible for sales to the broadcast and cable industries in this country.

High on the list of products supplied by NEC America is digital effects equipment. NEC also manufactures editing systems, VTR's, television and radio broadcast equipment, microwave communications devices and satellite communications equipment. In May, NEC America opened a plant in Virginia for the assembly of satellite earth stations. And beyond the broadcast market, NEC America has said it would be interested in supplying the dishes for Comsat's proposed direct-to-home satellite broadcast system. Other telecommunications lines from NEC are a wide range of telephone equipment, including fiber optics transmission systems and digital switching devices, facsimile equipment and space and defense electronics.

Revenues for the global company were up 8.6% in its last fiscal year, to $4,033,532,000, net earnings rose 85.2% to $67,073,000, and earnings per American Depository Share increased 71.4% to $1.92.

17

North American Philips Corp. ☐ *Pieter C. Vink, chairman and chief executive; Cees Bruynes, president.*

Magnavox consumer video and audio products. Plumbicon TV camera tubes. Philips electronic instruments and medical systems. Norelco razors and coffee makers. Ohmite resistors, Selmer musical instruments. Genie garage door openers. Baker furniture. Dialight indicators.

Those are among the product lines that have brought North American Philips $2,560,473,000 in revenues and $73,035,000 in net earnings for the year through Sept. 30, 1980. That represents a gain of 9% and drop of 9% respectively. Results for 1980 were aid to "reflect substantially increased expenses in connection with the videodisk program and substantially higher interest costs."

The "videodisk program" is based on the Magnavision system. And on Sept. 4, 1980, an agreement was reached with 3M for that company to manufacture "reflective optical" videodisks for the system.

Another key company agreement late in 1980—this one in principle—calls for Philips to acquire the consumer electronics segment of GTE.

In addition to Magnavision and Magnavox television sets, the Magnavox Consumer Electronics Co. subsidiary also sells videocassette recorders, Odyssey video games and is a veteran in the radio and stereo businesses.

Philips services the broadcasting industry with TV cameras, monitors, transmitters, microphones and repeaters. Cable products include channel converters and an addressable tap system.

Owned (62%) by a trust for shareholders of the Dutch firm, N.V. Philips, North American Philips products range from chemicals to inhibit insect growth to microwave ovens.

52

Oak Industries ☐ *Everitt A. Carter, chairman and chief executive officer; Raymond W. Peirce, president and chief operating officer.*

Founded as an electronics manufacturing company in 1932, and currently headquartered in Rancho Bernardo, Calif., Oak Industries has expanded further into the communications market with cable technology, over-the-air subscription television, interactive data systems, multiplexing, encoding, scrambling and descrambling.

Oak continued its yearly gain in sales, achieving 36% for the past four quarters over 1979's figures. Profits climbed 68% during the same survey period over last year's earnings.

Oak's subscription television programing, ON TV, is available in the Phoenix, Los Angeles and Ft. Lauderdale-Miami markets. ON TV now claims over 318,000 subscribers. A new addition to Oak Communications will be Oxnard Cablevision, Oxnard, Calif. On Nov. 7, 1980, Oak agreed to purchase the cable system which has 23,000 basic subscribers.

Within its satellite interest, a major technological development is the Orion satellite signal decoding system. It was first used commercially this past October for the broadcast of the Ali-Holmes heavyweight championship fight.

A recent non-broadcast acquisition for Oak is Foxboro/Adec Inc., a subsidiary of the Foxboro Co. Purchased during the second quarter, Adec designs and builds energy management systems for various building complexes including colleges and government facilities. Projected sales for Adec exceed $7 million.

61

Ogilvy & Mather International ☐ *John Elliott Jr., chairman; James Benson, vice chairman.*

Ogilvy & Mather's revenues for the survey period rose by almost 25% to almost $280 million, but the worldwide agency is even more bullish about 1981. In a six-week period from Oct. 1, 1980, to mid-November, Ogilvy agencies throughout the world gained 73 new accounts and 44 new assignments from existing clients, representing an addition of more than $95 million in annual billings. The effect of these increases will be felt largely in 1981.

Ogilvy's net income for the annual period rose by about 17% to almost $14.7 million. Though the agency was optimistic that the fourth quarter of 1980 would be an outstanding one, it conceded that it wasn't likely that it would equal the exceptional performance of the 1979 fourth quarter during which net income totaled $5,765,000.

Ogilvy continued its expansion moves abroad and at home. Last August O&M acquired North American Advertising, Los Angeles, an agency specializing in recruitment advertising with billings of about $17 million. The agency bought a 25% interest in Louis Bassat Associates in Barcelona, Spain, last May and established a second network of agencies in Southeast Asia and Australia under the name of Meridian.

Ogilvy is heavily involved in broadcast media. In 1979, domestic TV-radio billings placed it in the number five position, with billings of $307.8 million. Its client list during the year included the Hertz Corp., American Express, Sears, Roebuck & Co., Nationwide Insurance, Gillette Corp., General Electric, Lever Bros., Trans World Airlines, Bowery Savings Bank, and Marriott Corp.

65

Outlet Co. ☐ *Joseph S. Sinclair, chairman; Bruce G. Sundlun, president and chief executive.*

Outlet Co. had vowed to swing its orientation to broadcasting and last fall it took a giant step in that direction. The Providence, R.I.-based company with 12 broadcasting stations sold its Department Store Division and its Men's Wear Division to United Department Stores for $38.5 million.

Outlet said that after tax recoveries and other adjustments the transaction is expected to provide $44.7 million cash that will be used to reduce debt incurred in the $65-million purchase of KOVR-TV Stockton-Sacramento, Calif. (BROADCASTING, March 17, 1980).

Bruce G. Sundlun, Outlet president and chief executive officer, commenting on the expansion in broadcasting, also noted: "We shall continue our effort to acquire a full quota of broadcasting stations and we plan to move into other broadcast-related businesses."

Outlet's non-broadcast holdings were the major factors in the company's profits decline in recent years despite the broadcast division's strong showing.

For the four quarters that ended Oct. 31, Outlet had revenues of more than $200 million but a loss of $33.2 million. The latter figure results from a loss of more than $37 million from Outlet's discontinued operations. A spokesman for Outlet pointed out that all figures for those quarters as well as comparisons with preceding periods are subject to revision as data is restated to reflect the discontinued operations.

In the four quarters ended Oct. 31, 1979, Outlet revenues were $187.6 million and earnings were almost $6.2 million.

Broadcasting, which had accounted for about 15% of Outlet's revenues, is expected to be responsible for 50%-60% with the new composition of the company.

In addition to KOVR-TV, Outlet stations are WJAR-TV Providence, R.I.; WDBO-AM-FM-TV Orlando, Fla.; KSAT-TV San Antonio, Tex.; WCMH-TV Columbus, Ohio; WTOP(AM) Washington; WIOQ(FM) Los Angeles; WQRS-FM Detroit, and WSNE(FM) Providence-Taunton, Mass.

Outlet still has its Specialty Stores Division that includes Hughes & Hatcher (55 stores), Jacob Reed's Sons (nine stores) and Small's (two stores).

83

Post Corp. ☐ *V.I. Minahan, president; David L. Nelson, executive vice president.*

The Post Corp. of Appleton, Wis., owns five television stations, three radio stations, 11 newspapers, one shopper, three commercial printing companies (one acquired in 1980), and a TV and film production company in Green Bay, Wis. Post experienced a dip in net earnings last year: from $3,867,000 in 1979 to $2,738,000 in 1980. Revenues were up from $66,508,000 to $77,519,000. The company cited a drop in newspaper advertising, primarily classified, as the main reason for the earnings decline, but also included continued high interest costs. Post's television properties are WOKR(TV) Rochester, N.Y.; KTVO(TV) Kirksville, Mo.-Ottumwa, Iowa; WEAU-TV Eau Claire, Wis.; WLUC-TV Marquette, Mich. WLUK-TV Green Bay, Wis. Its radio stations are: KBIZ(AM) Ottumwa, WAXX(FM) Eau Claire and WAYY(AM) Chippewa Falls, Wis.

5

RCA Corp. ☐ *Edgar H. Griffiths, chairman and chief executive officer.*

RCA attuned its operations in 1980 to concentrate on the four basic areas it had identified in late 1979: the NBC broadcasting operations, the Hertz car-rental business, financial and consumer products and services and electronics and communications.

In the first quarter of 1980 the company completed its estimated $1.35-billion acquisition of CIT Financial Corp., whose revenues in 1978 were $1.3 billion, equal to about 20% of RCA's in the same year. Later in 1980 RCA sold its Random House publishing operation to Newhouse Publications for an estimated $65 million to $70 million, realizing a $10.8-million gain. It also reached an agreement in principle to sell Banquet Foods Inc. to ConAgra Inc. for undisclosed amount of cash and preferred stock.

Late 1979 saw the loss of RCA's Satcom III satellite shortly after it was launched on Dec. 6, and 1980 saw the loss of the coverage of the Moscow Olympics that had been scheduled by NBC. Both losses were substantially covered by insurance.

RCA was also preparing for the introduction in March 1981 of its SelectaVision videodisk, on which the company said it was spending more in developmental funds than for any other product in RCA history. RCA also reached agreements with a number of companies for marketing of the videodisk systems and for programing.

In the 12 months ended Sept. 30, RCA revenues rose 8% to $7,903,000,000 while earnings climbed 6% to $306,300,000. In 1979, broadcasting was the leading contributor to revenues, with 18.3%, but again fell behind car-rental operations as a profit center, contributing about 17% of operating profits to car rental's 23.7%. When 1980 results are in, NBC may be in third place—its pretax profits may drop to $70 million from 1979's $105.6 million, according to some estimates—while the new CIT subsidiary's profits may exceed car rental's.

Commercial electronic products and services, including broadcast equipment, picture tubes and cable systems, represented about 14.9% of revenues and 15.7% of operating profit in 1979, while consumer electronic products and services accounted for 23.6% of sales and 15.6% of operating profit. Communications, including RCA Global and RCA Americom, represented about 4% and 11%, and government systems and services, 9% and 6%.

RCA-NBC broadcasting operations include the NBC Radio network, NBC-TV network, The Source radio network, NBC News, NBC Sports, five TV stations and four AM-FM combinations. The TV stations are WNBC-TV New York, WRC-TV Washington, WMAQ-TV Chicago, WKYC-TV Cleveland and KNBC(TV) Los Angeles.

The radio stations are WNBC(AM)-WYNY(FM) New York, WRC(AM)-WKYS(FM) Washington, WMAQ(AM)-WKQX(FM) Chicago and KNBR(AM)-KYUU(FM) San Francisco.

93

Reeves Communications Corp. ☐ *Marvin H. Green Jr., chairman, president and chief executive officer.*

Reeves Communications' revenues for the year ended last Sept. 30 climbed by a whopping 46% to almost $44.5 million while net income jumped by more than 28% to almost $2.3 million.

Reeves has been expanding its principal business, which is the development, acquisition, production and distribution of programs and motion pictures for television and theatrical release. In addition the company produces films and provides marketing and communications services for corporate and institutional clients.

The most active unit of Reeves Communications is the Reeves Entertainment Group, which includes Alan Landsburg Productions and Grant-Reeves Entertainment. Under the Reeves banner in 1980 were such network series as *That's Incredible!* and *Those Amazing Animals* and in syndication was *In Search Of . . .*, starring Leonard Nimoy. The company produced a number of specials for all three networks and two made-for-TV movies, "The Jayne Mansfield Story" and "And Baby Comes Home." Another important development in 1980 was the acquisition by Reeves of Sea Cliff Productions, a New York-based company known for its widely acclaimed series, *The American Short Story* series carried on PBS.

6

Rockwell International Corp. ☐ *Robert Anderson, chairman and chief executive officer; Donald R. Beall, president and chief operating officer.*

Rockwell's extensive U.S. and worldwide operations posted revenues for the four quarters ended September 1980 of $6,906,500,000, up 11.8% from the same period a year earlier. Earnings rose 7.3% from $261,100,000 to $280,200,000 and earnings per share increased 3% to $3.77.

The company's electronics businesses—which operate 23 plants and employ more than 33,000 people in 16 countries—manufacture microwave transmission systems, data and voice switching equipment, microelectronic devices, avionics systems and electronic systems for defense. In microelectronics, Rockwell produces microprocessors, bubble memory devices, modems and microsystems. During the past year the company was involved in the development of the next generation of high-speed semiconductors using gallium arsenide rather than silicon.

49

Rollins Inc. ☐ *O. Wayne Rollins, chairman; R. Randall Rollins, president.*

Rollins, chiefly connected with pest control and oil and fuel services, nonetheless has substantial media holdings. The company's revenues for the four quarters ending Sept. 30 were $414,563,000, up $57,991,000 for the same period last year; its net income rose $6,180,000 to $36,757,000.

Its broadcast division consists of: cable television systems in Wilmington, Del. and New Haven, Conn.; three VHF television stations: WCHS(TV) Charleston-Huntington, W. Va., WEAR(TV) Mobile, Ala., WPTZ(TV) Plattsburgh, N.Y.; and six radio stations: KDAY(AM) Santa Monica, Calif., WCHS(AM)-WBES(FM) Charleston, W. Va., WBEE(AM) Harvey-Chicago, Ill., WRAP(AM) Norfolk, Va., and WAMS(AM) Wilmington, Del. In addition, the media group has been granted a CATV franchise for several Rhode Island communities and construction will begin in fiscal 1981.

Orkin Exterminating Co., in its 80th year of operation, is by far the largest in the industry and contributes the largest portion of Rollins' profits. In addition, Rollins' Patterson division supplies crews and equipment to oil and gas companies and drilling contractors for purposes of drilling and production, both offshore and onshore. Rollins' Protective Services Co. is a leader in the installation, maintenance and service of early-warning protection systems.

94

San Juan Racing Association Inc. ☐ *H.N. Glickstein, president and chairman of executive committee.*

Revenues totaled $44,070,104 for the four quarters ending Oct. 30, 1980, a 5.1% drop from those of 1979, which totaled $46,437,316. Broadcast revenues increased 7% from $21,691,306 in 1979 to $23,220,339 in 1980. An employe strike closed the company's New El Comandante Race Track for 18 days early this year, to which SJR attributes the dip in total revenues.

Net income from both the race track and communications divisions fell in 1980. Net income from communications was $2,376,841 in 1980, down 27.36% from a total of $3,095,561 in 1979. SJR attributes the drop to its purchase of KNUS(FM) Dallas in May 1979, a change in format at its KRLY(FM) Houston, and general increases in labor contracts.

The company has contracted with Gulf United Corp. and it's subsidiary Gulf Broadcast Group, Inc. to sell all of its stations except KNUS (see Gulf capsule). Those stations are: WKTU(FM)-WJIT(AM) New York, WUST(AM)-WJMD(FM) Washington, WKLS-AM-FM Atlanta, WQAL(FM) Cleveland, WYSP(FM) Philadelphia and KRLY. The sale is expected to be completed later this year. Gulf plans to sell the New York and Philadelphia stations to Infinity Broadcasting Co. and WUST to another firm.

22

Schering-Plough ☐ *Richard J. Bennett, chairman and chief executive officer; Robert P. Luciano, president.*

Schering-Plough is a pharamaceutical-based company that took in $349,000,000 in revenues in 1980, but its broadcast holdings of 10 radio stations make up only part of a category entitled 'other,' that contributes approximately 4.7% to annual revenues. Schering-Plough's main business is pharmaceuticals, home and consumer products. Those three categories make up 95.3% of its revenues.

The category that includes broadcast operations also includes animal health and footwear products. For the first nine months of 1980, that category which includes 1980 acquisitions and increased sales by non-broadcast divisions, contributed $70 million in revenues. For the same period in 1979, 'other' contributed $49 million.

Plough Broadcasting in 1979 sold its two Boston stations. In 1980 it purchased WUBE-AM-FM Cincinnati from Kaye-Smith Radio for $3.9 million, bringing back to 12 (6 AM's and 6 FM's) its total of stations. It owns WPLO-AM-FM Atlanta; WCAO(AM)-WXYV(FM) Baltimore; WJJD(AM)-WJEZ(FM) Chicago; WMPS(AM)-WHRK(FM) Memphis; WQXM(FM) Clearwater and WSUN(AM) St. Petersburg, both Florida.

64

Scientific-Atlanta Inc. ☐ *Sidney Topol, chairman, president and chief executive officer; Jack H. Kelly Jr., executive vice president, chief operating officer.*

A major supplier to the cable television industry, this Atlanta-based manufacturer's products include satellite antennas, headend equipment, set-top converters and, with the September acquisition of Systems Communications Cable of Phoenix for $8.2 million, coaxial cable. September also marked S-A's introduction of 54 channel converter hardware, and the company has indicated that demand for its 54-channel products has been so great as to cause unusually high start-up costs. (Those costs were offset by a $1.1 million gain from the sale of land.)

Communications products from Scientific-Atlanta are not solely used by the cable industry—the company supplies a broad range of satellite communications hardware, including broadcast television, government and business information users. Energy management and home security systems are also included by Scientific-Atlanta among its communications products.

For the 12 months ending September, Scientific-Atlanta's sales were up 45.7%, to $208,158,000. Net earnings climbed 68.4%, to $14,117,000, and earnings per share rose 45.8% to $1.40.

84

Scripps-Howard Broadcasting ☐ *Jack R. Howard, chairman; Donald L. Perris, president.*

Scripps-Howard Broadcasting is a Cincinnati-based group owner of six television stations and six radio stations. Three of the radio stations, WBSB(FM) Baltimore (formerly WITH-FM) and KMEO-AM-FM Phoenix were acquired in 1980. The company also made its first cable deal last year, when it acquired an interest in Ann Arbor (Mich.) Cablevision for $2,800,000. It is a limited partnership in which the company is the sole limited partner. Another cable venture for Scripps-Howard is Cablevision of Connecticut, of which it is a partner with American TransCommunications of Greenwich, Conn., and Cablevision, a Long Island-based company. Cablevision of Connecticut is one of eight applicants for a cable system franchise in lower Fairfield county, Conn. A decision on which of the applicants will be awarded that franchise is expected early this year. Scripps-Howard stations, in addition to the three new FM's, are WCPO-TV Cincinnati; WEWS(TV) Cleveland; KBMA-TV Kansas City, Mo.; KJRH(TV) Tulsa, Okla.; WPTV(TV) West Palm Beach, Fla.; WMC-AM-FM-TV Memphis, and KNOX(AM) Knoxville, Tenn.

Revenues for Scripps-Howard for the four quarters ended Sept. 30, 1980 were $74,298,000, up 7.3% from the previous year's $69,246,000. Net earnings for the same quarters were $16,408,000, up 4.8% from 1979's $15,653,000.

14

Sony Corp. ☐ *Akio Morita, chairman and chief executive officer; Kazuo Iwama, president and chief operating officer.*

Sony's electronics enterprise began in 1946 under the name Tokyo Telecommunications Engineering Company. Since then it has grown to a multi-billion dollar operation producing a wide spectrum of technical products. Some of its best known items are Trinitron color TV sets, Betamax videocassette decks, magnetic recording tape (audio and video), stereo

THE WEEKLY TOP THIRTY IS A WEEKEND PROMOTION

Mark Elliott hosts the music industry's stars in a three-hour countdown of the week's hits. Plus each show features artists from the archives of THE HISTORY OF ROCK & ROLL. Call us. We'll rush a sample copy of the show to you.

Drake-Chenault

CALL TOLL FREE (800) 423-5084
(California and outside the continental United States, call (213) 883-7400)

systems and components, microphones and video monitors.

Both revenues and earnings showed strong gains for four quarters ending July 1980. Sales for Sony increased 39.9% garnering $3,910,754,000. Profits jumped over $173 million more than previous survey period to $254,819,259. Per shares rose 3% at $1.18. Some of the increase in this year's sales and earnings figures can be attributed to the fluctuating exchange rate. For example, in nine months ended July 29, 1979, Sony experienced a loss of $93,620,000, while for the same three quarters in 1980, there was a foreign exchange gain of $5,468,000.

Although its home office is in Japan, approximately two-thirds of Sony's sales are obtained abroad. Its American subsidiary, Sony Corp. of America, is divided into three segments: Sony Consumer Products, Sony Video Products and Sony Industries. Within the U.S., Sony has several major interests, most notable are Sony's Dothan, Ala. tape plant which manufactures 1.2 million Betamax cassettes each month (according to 1980 annual report), San Diego's Trinitron plant, the first TV plant opened in the U.S. by a Japanese firm; plus various lucrative joint ventures such as CBS/Sony, Sony/Tektronics and Sony/Everready. Non-broadcast commitments include Sony/Wilson (marketing sports equipment), Sony Prudential Life Insurance Co. Ltd. and Sony Creative Products (marketing cosmetics).

68

Storer Broadcasting Co. □ *Bill Michaels, chairman and chief financial policy officer; Peter Storer, vice chairman and chief executive; Terry H. Lee, president and chief operating officer.*

Storer Broadcasting is, by intent, a two-division company now, with one division essentially television, the other cable. To help fund its cable expansion, four of its five radio stations were sold in 1979 at prices totaling $42 million, and the fifth, WLAK(FM) Chicago, will become eligible for sale under FCC rules—if the company still wants to sell it—in mid-1981.

In 1979, broadcasting accounted for 76.4% of revenues and cable represented 23.6%. But cable's share is growing; in 1978, for example, it was 18%. Throughout the past year, Storer has pushed an intensive cable construction and acquisition program at a pace that company officials call unprecedented in the industry. It is this construction program, coupled with the troubled general economy, that brought a steep drop in earnings in the third quarter of 1980, following a lesser drop in the second quarter. For the 12 months ended Sept. 30, revenues were up 11.8% to $185,301,000 while net earnings rose 3.7% to $27,391,000.

The effect of the cable expansion program also was reflected in figures showing that the cable division's 350,000 basic subscribers at the end of 1979 had grown to more than 500,000 in October and were projected to exceed 600,000 by the end of 1980 and approximately one million a year later. Storer's owned-and-operated cable systems are now in close to 20 states.

The Storer television stations are WAGA-TV Atlanta, WSBK-TV Boston, WJKW-TV Cleveland, WJBK-TV Detroit, WITI-TV Milwaukee, KCST-TV San Diego and WTVG(TV) Toledo, Ohio.

62

Taft Broadcasting Co. □ *Charles S. Mechem Jr., chairman; Dudley S. Taft, president.*

Taft Broadcasting is deeply involved in three fields that are essentially entertainment-oriented: broadcasting, television and motion-picture production and distribution and regional theme parks. Its broadcast group—seven TV stations and six AM and six FM stations—is the big balance-sheet contributor, representing about 43% of revenues and 75% of operating profits in Taft's fiscal year 1980, which ended March 31. The entertainment group contributed about twice as much revenue as the amusement park group but lagged slightly behind the parks in profits.

In the 12 months ended Sept. 30, Taft's revenues climbed 26.9% to $247,303,000 while net earnings increased 9.7% to $31,913,000.

In September, Taft consolidated its television and theatrical production activities by forming the Taft Entertainment Co., consisting of Hanna-Barbera Productions, Hanna-Barbera Enterprises, QM Productions, Taft International Pictures, the Cy Fischer Co., Cinemobile Systems and Cine Guarantors. Activities of the new company include production of programing and films for TV and theaters, domestic and international distribution of motion pictures to theaters, licensing and merchandising of characters and concepts, leasing of specially equipped vehicles for location filming of motion pictures, management and network sales representation services and motion picture completion bonding services.

Worldvision Enterprises, the TV distribution company acquired by Taft in 1979 in a stock deal valued at $14.2 million, remains a separate company.

The Taft stations are: WBRC-TV Birmingham, Ala.; WGR-AM-TV and WGRQ(FM) Buffalo, N.Y.; WKRC-AM-TV and WKRQ(FM) Cincinnati; WTVN-AM-TV and WLVQ(FM) Columbus, Ohio; WDAF-AM-TV and KYYS(FM) Kansas City, Mo.; WTAF-TV Philadelphia; KQV(AM)-WDVE(FM) Pittsburgh; WDAE(AM) WYNF(FM) Tampa-St. Petersburg, Fla., and WDCA-TV Washington.

99

Technical Operations Inc. □ *Marvin Schorr, president; William McCormick, president, McCormick Communications.*

Technical Operations, based in Boston, comprises two groups: the technology group, which makes solid state controls for electric vehicles, nondestructive nuclear products and services, and radiation monitoring equipment, and the broadcasting group, McCormick Communications (of which Tech Ops owns 80%). Tech Ops formerly had a construction group, too, but last March sold it back to the original owner, C. Vincent Vappi, who had been serving as chairman of Tech Ops. Although the technology group provides the company with most of its revenues, Tech Ops reports it is actively looking to acquire additional broadcasting properties. It currently owns WFOG-AM-FM Norfolk-Suffolk, Va., WLKW-AM-FM Providence, R.I., and WJYE(FM) Buffalo, N.Y.

Last year, the company's revenues were up 31%, from $22,793,000 in 1979, to $30,020,000. Net earnings, including the construction business, were up 0.5%, from $1,858,000 in 1979 to $1,868,000 in 1980. Net earnings, exclusive of the construction business, were $1,409,000 in 1979 and $2,263,000 in 1980.

29

Tektronix Inc. □ *Howard Vollum, chairman; Earl Wantland, president and chief executive officer.*

This manufacturer of sophisticated electronic equipment posted revenues of $996,339,000 for the four quarters ended in September 1980, a 19.2% rise over the same year-earlier period. Earnings increased 2.4% to $83,500,000 from $81,475,000. Per-share earnings rose 1.1% to $4.56.

The company has two major product divisions—test and measurement products and information display equipment. Test and measurement sales account for about 75% of the company's total sales and include oscilloscopes, modular plug-in instrument systems, spectrum analyzers, pulse generators, amplifiers, logic analyzers, microprocessor development aids, cable testers, power supplies, physiological monitors, probes, attenuators and waveform cameras. For the television industry, the group makes waveform and picture monitors, signal generators and vectorscopes for testing and displaying the quality of video transmissions. Last year the company produced "the world's first digital test-signal generator."

The information display group, which contributed approximately 25% of the firm's sales, manufactures graphic computer systems utilizing CRT's, microprocessors and keyboards. This division also includes the Grass Valley Group, which makes television routing switchers and special effects systems for TV production.

81

Tele-Communications Inc. □ *Bob Magness, chairman; John C. Malone, president and chief operating officer.*

With the acquisition of 27 cable systems across the nation representing over 800,000 additional subscribers, Community Tele-Communications Inc. (cable subsidiary of TCI) passed into that elite group of cable MSO's claiming one million or more subscribers. As of Sept. 30, 1980, TCI's basic subscriber count totalled 1,034,519, with 40.5% of those (419,358) subscribing to at least one additional pay tier. All told, the TCI systems have 19,277 plant miles, passing 1,930,000 homes.

In September of last year, TCI reached an agreement in principal to purchase 83% of Horizon Communications Corp.—an Evansville, Ind.-based cable MSO with approximately 121,000 basic subscribers—for approximately $30 million cash plus some $46 million in liabilities. The closing is expected by March 31, 1981.

TCI's largest cable acquisition in 1980 was the purchase of Madison Communications Inc., a New York-based MSO with systems in New Jersey, Maryland, Virginia, Vermont, North Carolina and South Carolina, for approximately $15 million. The Madison cable group has approximately 30,000 basic subscribers.

In November of last year, the company issued three million new shares of stock valued at $70 million.

In the first quarter of 1979 TCI consolidated its cable affiliate, Athena Communications Corp., which accounts for the extraordinary discrepancy between total earnings for the company in 1979 ($43,316,000) and its total earnings for the four quarters ended Sept. 30, 1980 ($6,624,000). Athena sold some 543,300 shares (out of a total 765,000 shares owned) of Resorts International, an Atlantic City, N.J., casino operator, yielding net proceeds in excess of $20 million.

TCI also operates a microwave communications subsidiary known as Western Tele-Communications Inc. (WTCI) which provides common carrier microwave communications services to specialized common carriers, television and radio networks and cable systems (including systems owned by its parent). TCI's microwave operations account for 10% of its total revenues while its cable operations account for the remaining 90%.

67

Teleprompter Corp. □ *Jack Kent Cooke, chairman and chief executive officer; Russell Karp, president and chief operating officer.*

Teleprompter, one of the nation's leading cable television operators, has enjoyed increasing success with its CATV systems, in addition to its other ventures—Showtime, Muzak and Filmation. It's currently the object of a $646 million acquisition by Westinghouse Electric (BROADCASTING, Oct. 20, 1980).

Teleprompter serves about 1.25 million basic subscribers in more than 30 states. And revenues from its consolidated cable systems account for more than half its total revenues.

Teleprompter's revenues for the 12-month period ending Sept. 30 were $194,280,000, $28,816,000 higher than the previous year. Net income rose $5,669,000 to $23,924,000 for the same four quarters.

Teleprompter's largest systems are those owned in a joint venture with Hughes Aircraft Co.—the Los Angeles and Manhattan cable franchises. Although the Los Angeles system became profitable in 1979, the Manhattan system is not yet fully operational. Both are dependent on financial support until they generate a positive cash flow.

Showtime, the country's second largest pay cable supplier, is jointly owned by Teleprompter and Viacom and serves over one million subscribers in 600 cable systems.

Muzak, the world's largest supplier of functional music to offices, factories, hotels and other commercial and industrial establishments, is 46 years old. Its most recent acquisition was the Los Angeles franchise. The division has entered into an agreement with Western Union for the rental of transponder service space on one of its communications satellites and with California Microwave Inc. for the purchase of earth reception stations. The satellite service is expected to provide a higher quality of signal than is presently available.

Filmation is one of the two leading producers of children's programing. This division planned to produce 72 half-hours of programing as well as two specials by end of the fiscal year on Dec. 31.

7

3M Co. □ *Raymond H. Herzog, chairman; Lewis W. Lehr, vice chairman and chief executive officer.*

This diversified company has 10 major product groups that produced sales of $5,940,800,000 during the four quarters ended September 1980, a 12.9% gain over the similar period a year earlier. Earnings rose 5.6% to $670,800,000 while per share earnings increased 5.5% to $5.72.

The recording materials division manufactures a broad range of magnetic audio and video recording tape for commercial broadcasting and home markets as well as disks and cartridges for computer applications. New products include videocassettes for home and commercial recorders as well as for prerecorded material; color videotape for one-inch broadcast recording systems; an electronic editor for the company's Digital Audio Mastering System; Metafine metal particle audio cassette tape, and a line of character generators for TV broadcasting. The division contributes about 9% of the company's total sales.

16

Time Inc. □ *J. Richard Munro, president and chief executive officer; Ralph P. Davidson, board chairman.*

Time Inc.'s revenues for the year ended last Sept. 30 rose by about 20% to almost $2.8 billion but net income was up only about 5%. Time acknowledged that a contributing factor in the increase was a $9.3 million gain, realized in the quarter ended last Sept. 30, from the sale of the company's office in Paris.

Time said the quarter ended last Sept. 30 suffered because of the results at Time-Life Films, the start-up of *Discover* magazine and operations in the building materials segment of the Forest Products Group. The company said its principal video operations, American Television and Communications and Home Box Office, continued to improve their profits. Overall results from the group were down because of a $10 million decline in pretax income at Time-Life Films. Approximately $6.5 million represents an unusual charge to earnings in write-downs and in overruns on television programs already produced and two made-for-television movies. As part of a reorganization at Time-Life, the company has said it would move its headquarters to Los Angeles from New York in early 1981 and change its emphasis from program distribution to program production (BROADCASTING, Dec. 8, 1980).

21

Times Mirror □ *Otis Chandler, chairman; Robert F. Erburu, president and chief executive officer.*

The Times Mirror Co., an increasingly diversified company that is still known principally for its newspapers, increased its broadcast holdings substantially last year when the FCC approved the acquisition of five television stations from Newhouse Broadcasting Corp. The five stations, for which Times Mirror paid $82,300,000, are WAPI-TV Birmingham, Ala.; KTVI(TV) St. Louis; WSYR-TV Syracuse, N.Y.; WSYE-TV Elmira, N.Y. (a satellite of WSYR-TV), and WTPA-TV Harrisburg, Pa. Its television interests previously included KDFW-TV Dallas-Fort Worth and KTBC-TV Austin, both Texas.

The company, which has extensive interests in newsprint, information services and publishing, is known mainly for its *Los Angeles Times.* Its other newspapers are *Newsday,* on Long Island, the *Dallas Times Herald, The Hartford* (Connecticut) *Courant, The Stanford* (Connecticut) *Advocate* and the *Greenwich* (Connecticut) *Times.* Overall, Times Mirror reported $1,818,081,000 revenues for the four quarters ending Oct. 5, 1980, and net earnings of $133,989,000. The comparable figures for 1979 were $1,566,268 and $157,159,000.

11

Transamerica Corp. □ *John H. Beckett, chairman; James R. Harvey, president and chief executive officer.*

Transamerica Corp. revenues related to television may only amount to 1.4% of the entire operations. But even a small percentage translates to considerable dollars for a conglomerate that had revenues of $4,326,886,000 for the 12 months ended Sept. 30, up from $3,889,338,000 a year earlier. Net earnings increased to $241,830,000 from $231,456,000.

Transamerica's television activities come under the United Artists banner, known primarily for its theatrical film distribution. While enjoying success with such films as "Apocalypse Now" and "Stardust Memories," United Artists was set back when "Heaven's Gate" had to be pulled shortly after its release. On the TV side, UA has feature films and its "Pink Panther" series.

Among the short-term gains showing up on United Artists reports in 1980 was income from home videodisk licensing and payments from MGM and Lorimar in order to end a sub-distribution agreements. UA, however, still handles MGM's theatrical distribution, although the company has said it is moving to take that back as well.

The largest revenue contributor to Transamerica is Occidental Life, which reported record nine-month and third-quarter results in the latest statement. The major lines of business at Transamerica break down into insurance, financial, transportation, entertainment and manufacturing.

Aside from United Artists and Occidental Life, other Transamerica companies range from Budget Rent a Car to the manufacturing subsidiary Transamerica Delaval (energy, industrial and aerospace products). A new money market fund, Transamerica Investment Services, also is managed by the corporation.

33

20th Century-Fox Film Corp ☐ *Dennis G. Stanfill, chairman and chief executive; Alan J. Hirschfield, vice chairman; C. Joseph La Bonte, president.*

20th Century-Fox Film Corp., which had revenues of $826,151,000 with net earnings of $56,749,000 for the 12 months ended Sept. 27, divides its operations primarily into two groups: entertainment (movie and TV production and distribution, film processing, musical records and music publishing) and enterprises (television broadcasting, soft drink bottling and resort and recreation). Fox also operates theaters internationally.

Come Feb. 27, directors are expected to be presented a formal proposal for the company to go private. Public shareholders would be offered cash (an unspecified amount), interest in its television station subsidiary and some revenue rights to films.

In addition to the films it licenses to television and syndication activities—including the highly successful *M*A*S*H* reruns—Fox has a network series presence with first-run *M*A*S*H, Trapper John M.D., Ladies Man* and *Breaking Away.* The corporation also owns three television stations: KMSP-TV Minneapolis; KMOL-TV San Antonio, Tex., and KTVX Salt Lake City. And in the videocassette business, Fox's Magnetic Video Corp. has some 800 titles in its catalog.

Three of its most recent releases theatrically are "Nine to Five," "A Change of Seasons" and "Tribute." Other films playing in 1980 range from "The Empire Strikes Back" to "Brubaker."

Theatrical films licensed to television networks brought $31,473,000 in revenues and $12,147,000 in net earnings for the first nine months of 1980, down from respective sums of $34,935,000 and $13,158,000 for the comparable 1979 period. Television broadcasting was up for those periods, to $27,492,000 from $24,046,000, as was filmed entertainment (which includes TV production and distribution), to $427,964,000 from $310,216,000.

Among Fox's resort and recreational activities are Aspen Skiing Corp. and Pebble Beach Corp.

91

UA-Columbia Cablevision Inc. ☐ *Robert M. Rosencrans, president and chief executive officer.*

UA-Columbia's revenues and earnings have been steadily increasing since the company's inception in 1962. Revenues for the year ended Sept. 30 were $54,925,000, up $14,880,000 from the previous year. Income rose $615,000, to $4,790,000.

UA-Columbia owns and operates CATV systems in over 100 communities, its largest systems being those in San Antonio, Tex., and Westchester, N.Y.

The company hopes to negotiate a franchise in Fairfield, Conn. in the early part of fiscal 1981.

92

United Cable Television Corp. ☐ *Albert M. Carrollo, chairman; Gene W. Schneider, president and chief executive officer.*

United Cable is a major MSO and as its total subscribership increased in 1980 so did its revenues. The company, which now counts 350,000 basic subscribers in 35 systems, had revenues of $48 million for the four quarters ending August 1980, a 40% increase over the comparable period of 1979. And the increase in profits was even more impressive. They rose 48.3%—from $4.6 million to $6.9 million.

Much of the increase in revenues and profits is attributable to the initial growth of new systems in such places as Hammond, Ind.; Lincoln Park, Mich.; Bellevue, Neb., and Boise, Idaho.

United Cable, of course, is interested in increasing its cable holdings. It has franchise applications pending in Fort Worth Tex.; Trenton, Mich.; East San Fernando Valley, Burlingame, Mountain View, Union City and Santa Ana, all California, and numerous small towns in Illinois, Michigan, Nebraska and Indiana.

The company is also considering bidding for the cable rights to Fairfax County, Va., and several of the suburbs of Chicago and Detroit.

Thus far United Cable is exclusively a cable company, but it has applied for FCC authority to operate over-the-air pay TV operations in Atlanta, Indianapolis, New Orleans and San Antonio, Tex.

42

Varian Associates ☐ *Edward L. Ginzton, chairman; Norman F. Parker, president and chief executive officer.*

Varian's five product groups posted combined revenues of $620,893,000 for the four quarters ended September 1980, a 25.9% gain over the same period a year earlier. Net income rose 157.7% to $22,115,000. The year-before figure of $8,581,000 contained a $6.8 million loss from discontinued operations for the quarter ended December 1978. Per share earnings figured out to $2.78, up 146% from $1.13 a year earlier.

The company includes, in addition to international operations, the following groups: electron device, instrument, industrial equipment, medical and electrical components (formerly information systems). Two of these, the electron device group and the electrical components group, are of particular interest to the broadcasting industry; they produce power tubes, solid state devices and components, night vision devices, subsystems used in satellite ground terminals and magnetic components for the computer and telecommunications industry.

77

Viacom International Inc. ☐ *Ralph M. Baruch, chairman and chief executive; Terrence A. Elkes, president.*

What began as an FCC-mandated spinoff of CBS's program distribution and cable television businesses has grown into a widely expanded electronic communications force that had revenues of close to $143 million for the four quarters through Sept. 27, with net earnings of about $14.3 million. For Viacom International, that's consistent with the record-breaking pace the company has set since business began in 1971.

While already established in the cable and program distribution fields, Viacom this year joined the group broadcaster ranks as well. In addition to its WVIT(TV) New Britain, Conn., a merger with Sonderling Broadcasting consummated on March 25 brought these others into the fold: WMZQ(FM) Washington; WWRL(AM)-WKHK(FM) New York; WDIA(AM)-WQUD(FM) Memphis; KIKK(AM) Pasadena, Tex.; KIKK(FM) Houston; KDIA(AM) Oakland, Calif., and WAST(TV) Albany, N.Y. The Sonderling deal also gave Viacom a radio rep firm, Bernard Howard Co.

By the close of fiscal 1979, Viacom Communications, the cable division, had some 400,000 basic subscribers and growth continued there in 1980, with franchise awards and the launching, for example, of cable service in Nashville. By October this year, Viacom reported more than 1,400,000 pay subscribers to Showtime, its premium service co-owned with Teleprompter.

In the program distribution field, Viacom is a leader, with particular success in prime time access with the *Family Feud* strip. Distribution rights to other shows range from *All in the Family* to *Hogan's Heroes.* Under the Viacom Entertainment Group umbrella, network coproduction also is pursued. A three-hour made-for-TV movie, *Enola Gay,* ran in November and upcoming are six one-hour episodes both of *Nurse* and *American Dream* and an eight-hour *East of Eden* mini-series. International distribution also is a revenue contributor.

20

Warner Communications Inc. ☐ *Steven J. Ross, chairman; office of the president: Jay Emmett, Emanuel Gerard, David Horowitz.*

Recorded music and music publishing. Theatrical films; television series and theatrical films licensed to television. Publishing and related distribution. Consumer electronics and toys. From these divisions, Warner Communications Inc. had revenues of $1,872,757,000 for the four quarters ended Sept. 30.

That's a 19.5% gain from the comparable period a year earlier—and revenues would have been even higher if cable earnings were included. In 1979 alone cable operations brought in about $81.3 million. Since Warner sold 50% of its cable subsidiary to American Express on Dec. 27, 1979, revenue figures for Warner Amex Cable Communications no longer are consolidated. The buy-in cost American Express $175 million in cash and notes.

Net earnings for the 12 months ended Sept. 30 stood at $217,894,000, way up from the previous period's $103,194,000 in large part from the gains made from the sale of cable interest to American Express.

While the music business has been Warner's leading revenue generator, television series and theatrical films in television distribution (including the pay cable Movie Channel) both have well surpassed the $100 million mark since January 1980. Television series—five prime time network shows (*Alice, Dukes of Hazzard, Flo, Enos* and *Freebie and the Bean*) and licensing of syndicated programs—so far this year have brought $117,785,000. Films going to TV earned a similar amount: $117,489,000 to date in 1980. And Warner has said that film licensing to TV has partially offset "disappointing results from the division's summer releases."

Warner Amex Cable Communications, known for its two-way Qube system in Columbus, Ohio, currently claims over 725,000 subscribers and continues to win new franchises, among them Pittsburgh, Dallas, Cincinnati and greater St. Louis. Of its programming services, the Movie Channel claims 600,000 subscribers, Nickelodeon over 3 million, and last month Warner and ABC gave word of a basic-cable culturally oriented service coming in April 1981 called "Alpha."

Increasingly a major force within Warner operations is its consumer electronics and toys which for the first nine months last year—at $323,801,000—had more than doubled the comparable 1979 revenues.

40

Washington Post Co. ☐ *Katharine Graham, chairman and chief executive officer.*

The Washington Post Co., increasingly active in publishing ventures, reported a 13.7% increase in revenues, to $647,447,000, for the four quarters ending in September 1980, and a 9.4% increase in net earnings, to $33,629,000. Earnings per share increased from $1.85 to $2.33.

During the past year, a new magazine, *Inside Sports*, became an established member of the Post family, and WDIV(TV) Detroit, for which the Post swapped WDVM-TV Washington was in its second year as a Post property.

Inside Sports joined a group of financially successful publications that includes the *Washington Post, Trenton* (N.J.) *Times, Everett* (Wash.) *Herald* and *Newsweek* magazine. The other broadcasting properties are WPLG(TV) Miami, WFSB-TV Hartford, Conn., and WJXT(TV) Jacksonville, Fla., all VHF stations.

36

Western Union Corp. ☐ *Robert M. Flanagan, chairman and chief executive officer; Earl D. Hilburn, president.*

Western Union rebounded in 1981 from an off-year in terms of profits, which were held to just under $3 million in 1979 due to a "write down" of over $20 million after the dissolution of the Telegraph Data Services subsidiary. But for the four quarters ending September 1980, profits soared to over $37 million on revenues of $761 million, which themselves were 8% greater than they were over the comparable period of 1979.

The heart of the corporation is the Western Union Telegraph company, which was established in 1851 and still generates the bulk of the corporation's revenues. But while the telegraph company has been the past and present, satellite communications services may be the future.

Western Union currently has three domestic satellites (the Westars) in orbit and has plans to launch a fourth in January 1982. The satellites are used extensively by radio and television broadcasters for news and program production and for program distribution. They also are used for transmission of data and facsimile by newspapers and business.

Portions of the satellite systems have been sold off to finance its expansion. American Satellite Co., jointly owned by Fairchild Industries and Continental Telephone, in 1981 will assume a 20% interest in the three existing satellites and the fourth when it is launched. American also plans to buy a 20% share of the fifth Westar, due for launch in August 1982. In addition, Fairchild and Continental also have acquired a 25% share each in Space Communications, which is building a tracking and data relay satellite system and which is 50% owned by a Western Union subsidiary. The three agreements mean the influx of around $100 million in outside capital into Western Union satellite plans.

4

Westinghouse Electric Corp. ☐ *Robert E. Kirby, chairman and chief executive officer; Donald H. McGannon, chairman, Westinghouse Broadcasting Co.; Daniel L. Ritchie, president and chief executive officer, Westinghouse Broadcasting Co.*

Westinghouse made just about the year's biggest splash in the communications pool when it announced its agreement in principle for the acquisition of one of the world's largest cable television MSO's—Teleprompter Corp. The merger isn't expected to be completed until sometime this year, but if successful it will be the largest deal in the history of electronic media—a $646 million purchase. Westinghouse had dabbled in cable before; it owned a small operation called Clearview Cable in Georgia and participated in a few other franchises. But this one move will catapult Westinghouse to the position of an MSO with 1.25 million subscribers, and add a 50% interest in the pay cable programer Showtime, as well as Filmation Associates and Muzak to the Westinghouse fold.

The Teleprompter purchase would be accomplished through Westinghouse Broadcasting Co., with the cable operator continuing to be managed as an independent entity, apart from the other holdings that have already placed Westinghouse Broadcasting in the front ranks of its segment of the industry. Group W stations (as they're known) are WJZ-TV Baltimore; WBZ-AM-FM-TV Boston; WRET-TV Charlotte, N.C.; WIND(AM) Chicago; KOAX(FM) Dallas; WOWO(AM) Fort Wayne; KODA-FM Houston; KYW-AM-TV Philadelphia; KDKA-AM-TV and WPNT(FM) Pittsburgh; KFWB(AM) Los Angeles; WINS(AM) New York; and KPIX(TV) San Francisco. Just approved by the FCC is the $6.4 million purchase of KJQY-FM San Diego from HBC Inc., and pending approval is the purchase of KOSI-FM Denver from Armstrong Broadcasting for $7.5 million.

Group W Productions is another wing of Westinghouse Broadcasting that has earned the company distinction, and which, it is suggested, will give Westinghouse an edge in cable programing. Programs from this unit include *PM Magazine* and *The John Davidson Show*. In 1980 the company dropped its long-standing association with *The Mike Douglas Show*.

Moving into cable programing on another front, Westinghouse Broadcasting has also made a deal for a joint venture with the minipay service Home Theater Network, which could lead to full Group W ownership of HTN by 1986.

For parent Westinghouse Electric, revenues were up 15.9% in the 12 months ended Oct. 30, to $8,289,900,000. Net earnings soared 51.7%, to $179,143,000, reflecting the resolution of many of Westinghouse's problems regarding uranium contract litigation, which had resulted in substantial extraordinary losses charged against earnings in the year earlier. Those losses carried over into the last three months of 1979. Earnings per share rose 54.4%, to $2.10.

53

Wometco Enterprises ☐ *Mitchell Wolfson, chairman and president.*

After putting WTVJ(TV) Miami on the air in 1949, Wometco gradually expanded its stake in broadcast with acquisitions of traditional television and radio properties. However, its communications growth in recent years has been in cable television and subscription TV.

Wometco's broadcast division, in addition to WTVJ, includes WLOS-FM-TV Asheville, N.C.-Greenville and Spartanburg, S.C.; WZZM-TV Grand Rapids, Mich.; KVOS-TV Bellingham, Wash.-Vancouver, B.C., and WWHT(TV) Newark, N.J., the home of the company's Wometco Home Theatre (over-the-air pay TV service).

Wometco's STV/CATV division includes the aforementioned WHT service as well as cable services in 83 franchised communities in seven states and Grand Bahama Island. As of Sept. 20, Wometco was serving 123,500 basic cable TV subscribers, including 62,000 pay cable subscribers. The WHT service in the New Jersey-New York metropolitan area had a subscriber count of approximately 90,000. The company notes that WHT is not yet profitable, "but now that we have consolidated operations and improved marketing procedures, it seems that our major problems are behind us and we are now heading down the road to profitability."

Wometco's biggest income producer is its soft drink bottling division that includes operations as one of the nation's largest publicly owned Coca-Cola bottlers as well as franchises for other national brands and private labels.

The vending division, second in revenues for Wometco, provides vending and food service operations in the South, Puerto Rico and the Bahamas.

Behind broadcasting (third) and before CATV/STV (fifth) in revenues is the entertainment division (fourth). It includes motion picture theaters in Alaska, Florida, Puerto Rico, the Bahamas and the Dominican Republic as well as Florida tourist attractions. Early in 1980, Wometco liquidated its 50% interest in ADWO, a major film distribution company in Central and South America that Wometco felt did not perform satisfactorily.

Wometco revenues for the four quarters ended Sept. 6, 1980, were $337,194,000, up 13.2% over $297,874,000 for the preceding four quarters.

Broadcasting's share of the revenues in the more recent four quarters was $53,139,000, 15.7% of Wometco's total revenues.

Earnings for the four quarters ended Sept. 6, 1980, were $19,580,000, just 2.7% more than the $19,060,000 in the preceding four quarters.

89

Wrather Corp. ☐ *Jack Wrather, president.*

Wrather, whose chief concerns are hotel resorts, such as the Disneyland Hotel in Anaheim, Calif., has suffered badly from double-digit inflation. In order to expand many facilities, Wrather has had to borrow at high interest rates, and its net income has showed heavy losses.

For the 12 months ending Sept. 30, Wrather had a net loss in income of $3,098,000, more than double the amount for the same period a year ago. It did show a gain in revenues, rising from $48,931,000 to $57,701,000.

25

Zenith Corp. ☐ *Joseph S. Wright, chairman; R.W. Kluckman, president, chief executive officer and chief operating officer.*

For the second year in a row Zenith Corp. has rebounded significantly from its mid-70's slump. Revenues were up 14% from $1.03 billion in 1979 to $1.175 billion for the fiscal year ended Sept. 30, 1980. Profits soared 28.8%—totaling $27.7 million—for that same period.

Zenith still retains its position as the number one producer of television sets—both black & white and color—in the United States.

Zenith has begun delivery of its newly developed subscription television decoders to Time Inc. cable subsidiary, American Television & Communications. Also it has contracted with a Southern Satellite Systems subsidiary, Southern Syndicated Systems, to provide that company with teletext decoders—the Zenith Virtext—for use at cable system headends.

The last major acquisition for Zenith was the purchase of the Heath Business from Schlumberger Ltd. for $64.5 million. Heath is a leading manufacturer and market of "build it yourself" electronics kits.

Cable

Financial Data 1979

SHOWTIME
AMERICA'S MOST ORIGINAL PAY TV™

OFFICIAL FCC ACCOUNTING ON CABLE TV IN 1979

The top line: almost $2 billion
The bottom line: almost $200 million

The FCC's cable television financial data released last Monday makes it official: 1979 was a very good year for the industry. After 1978, which can be seen as an off year in terms of profits, the industry was back on track in 1979, reporting a 45.5% increase in profits (pretax) over 1978. Despite a growth in profits of just 2.5% in 1978, profits have grown by over 641% since 1975, from $26.8 million to $199.3 million.

Increases in revenues and expenses in 1979 were in line with increases experienced over the previous two years. Revenues grew to $1.8 billion, a 20.3% increase over 1980 and a 103.1% increase over 1975, and expenses jumped to $1.1 billion, a 22.7% increase over 1978 and a 98.6% increase over 1975.

The $690 million reported in operating income (the difference between revenues and expenses) represented a 38% operating margin. But after subtracting depreciation and amortization and interest expenses, the income shrank to $199 million and the industry was left with a pretax profit margin of 11%.

The FCC figures break out the gross figures on a state by state basis. According to those figures, the states with established cable systems and little new construction show the healthiest profit margins. Wyoming heads the list (42.1%), followed by West Virginia (36.3%), Delaware (31.7%), Montana (27.5%), Nevada (26.4%) and Vermont (26.3%). (Figures are not given for Rhode Island and the District of Columbia since there is only one operational system in each of those places and to list figures would be to betray the balance sheets of those two companies. Their figures were lumped together in the "Other" category on the chart.)

The FCC figures are based on filings of systems serving 94% of all cable subscribers. They include the actual tabulations of the filings as well as projections for 100% of the cable systems.

Much of the increase in revenues and profits over the past five years is attributable to pay television, which began making a significant impact in 1975 when Home Box Office began to disseminate it widely and economically by satellite.

Pay revenues jumped 85.1% in 1979 over the previous year, the first year for which pay revenue figures were available. Pay revenues were over $355 million, accounting for 19.6% of the industry's total revenues. In 1978 the pay revenues amounted to $192 million, about 13% of the industry total.

Although the industry revenue and profit totals are nowhere near those for conventional TV, cable's gain in profits is in stark contrast to the gains made by the broadcasting media. The FCC's figures show an increase in television profits of just 2.2% over 1978, and a decrease in radio profits of 23.8%.

In addition to describing the financial size of the industry the FCC figures also give an idea of the industry's size in terms of subscribers and communities served. According to the figures, 15.7 million subscribers (an 11.7% increase over 1978's 14.1 million) in 8,539 communities (a 4.1% increase over 1978) were served by cable. Cable, which passed by 27 million homes, achieved a 54.7% penetration rate for the year.

Indicative of the physical growth of the industry was the 11.9% increase in total assets. The book value of the assets climbed from $2.9 billion in 1978 to $3.2 billion in 1979.

Cable made its greatest inroad in Maryland during the year as subscribership in that state more than doubled, jumping from 79,041 to 184,639. Nonetheless, California remained the most wired state in 1979, the cable systems there reporting 1,965,136 subscribers. California was followed by Pennsylvania (1,163,993), New York (1,110,368), Texas (831,517), Ohio (740,518) and Florida (737,065). Not surprisingly, of the nine regions for which the FCC also broke out numbers, the Pacific region, including Washington, Oregon, California, Alaska and Hawaii, generated the most revenues, nearly $237 million.

Hawaii, which doubled total subscribership during the year to 117,158, showed the largest percentage increase in terms of total revenues (158.1%). Wisconsin (145.1%) and Tennessee (121.2%) were not far behind.

The FCC figures also show that the average monthly subscriber rate for basic service was $7.37 for the year, ranging from an average low of $4 for the lone cable system in Washington, D.C., to a high of $17.88 in Alaska. The average installation fee was $16.99, ranging from $10 in Rhode Island to $60 for Washington, D.C. The average monthly rate for pay cable television service was $8.73, ranging from $4.89 in Mississippi to $13.67 in Washington, D.C.

"There's always a good movie on HTN"

The smart cable operators are target tiering with HTN — the $3.95 movie channel — going after the 40% who don't take pay TV because it's too expensive or because they object to R-rated material in their homes.

HOME THEATER NETWORK

Start target tiering.

Call HTN. 207/774-0300.

@ 109 (c)

A state-by-state tracking of cable

State	1979 subscribers	1978 subscribers	% change	1979 operating revenues	1978 operating revenues	% change	1979 pay TV revenues
Alabama	311,630	272,344	14.4	$38,708,176	$29,817,566	29.8	$8,342,112
Alaska	16,874	13,779	22.5	4,710,029	3,741,703	25.9	648,224
Arizona	94,890	75,701	25.3	12,446,594	9,860,829	26.2	1,794,945
Arkansas	199,328	173,548	14.9	24,926,333	17,257,515	44.4	2,021,218
California	1,965,136	1,700,164	15.6	239,673,775	195,008,161	22.9	53,210,147
Colorado	115,119	98,316	17.1	11,426,413	9,327,847	22.5	2,091,336
Connecticut	255,402	180,602	41.4	30,321,290	20,710,130	46.4	5,100,853
Delaware	97,516	98,516	− 1.1	11,783,090	10,518,044	12.0	1,795,041
Florida	737,065	606,383	21.6	85,963,215	62,543,152	37.4	18,634,771
Georgia	352,447	319,645	10.3	38,046,738	32,780,375	16.1	7,269,711
Hawaii	117,158	57,165	104.9	12,430,453	4,816,814	158.1	760,475
Idaho	76,475	46,328	65.1	8,218,075	5,347,007	53.7	1,254,651
Illinois	379,699	386,549	− 1.8	41,514,653	36,369,981	14.1	7,554,997
Indiana	274,342	221,705	23.7	30,033,160	19,502,972	54.0	6,120,469
Iowa	182,792	154,065	18.6	22,478,399	16,686,860	34.7	5,187,533
Kansas	245,320	205,687	19.3	21,718,783	19,564,272	11.0	3,841,049
Kentucky	227,880	199,753	14.1	26,526,511	38,213,407	30.6	2,033,485
Louisiana	239,000	259,034	− 7.8	22,612,029	19,244,023	17.5	5,169,520
Maine	94,292	83,553	12.8	9,908,921	7,051,184	40.5	1,555,578
Maryland	104,052	79,041	31.6	11,505,994	7,575,195	51.9	1,675,034
Massachusetts	315,970	272,651	15.9	31,765,047	26,487,768	19.9	4,769,101
Michigan	401,944	355,332	13.1	44,113,523	38,105,698	15.8	8,685,673
Minnesota	194,789	172,571	12.9	20,531,488	16,068,796	27.8	3,282,972
Mississippi	347,278	190,754	82.1	23,388,502	16,458,363	42.1	4,153,757
Missouri	188,560	171,312	10.1	21,079,486	15,947,532	32.2	2,590,617
Montana	102,414	95,496	7.2	12,822,315	11,110,705	15.4	2,179,160
Nebraska	98,464	83,241	18.3	5,580,059	7,070,365	21.1	902,488
Nevada	40,493	36,051	12.3	5,422,483	4,579,042	18.4	1,693,309
New Hampshire	76,988	75,430	2.1	6,853,825	6,472,085	5.9	453,222
New Jersey	469,612	452,022	3.9	60,309,165	50,159,995	20.2	20,584,595
New Mexico	132,104	115,800	14.1	16,668,658	11,902,348	40.0	3,221,358
New York	1,110,368	971,729	14.3	142,670,156	114,427,929	24.7	36,135,268
North Carolina	346,134	255,031	35.7	37,051,207	22,442,201	65.1	8,551,876
North Dakota	49,067	41,203	19.1	5,186,336	16,172,230	67.9	411,371
Ohio	740,518	725,684	2.0	81,321,693	69,969,907	16.2	15,114,902
Oklahoma	277,029	196,522	41.0	27,624,757	18,945,019	45.8	6,385,989
Oregon	223,584	159,074	40.6	24,187,244	14,971,727	61.6	3,302,639
Pennsylvania	1,163,993	1,107,301	5.1	109,256,629	115,796,465	5.6	18,499,595
South Carolina	175,351	141,690	23.7	21,296,303	14,776,228	44.1	5,479,324
South Dakota	46,490	50,849	− 8.7	4,693,535	4,591,390	2.2	442,620
Tennessee	208,515	153,838	35.5	30,888,284	13,966,983	121.2	3,751,423
Texas	831,517	735,465	13.1	98,050,950	71,186,315	37.7	17,398,223
Utah	20,130	16,338	23.2	1,860,292	1,709,380	8.8	378,377
Vermont	56,636	49,403	14.6	5,377,751	4,459,178	20.6	603,332
Virginia	264,007	191,653	37.8	29,173,284	19,895,768	46.6	6,613,007
Washington	341,792	346,281	− 1.3	46,023,820	42,363,319	8.6	12,474,232
West Virginia	215,197	197,749	8.8	40,451,278	31,199,067	29.7	3,362,827
Wisconsin	162,370	143,823	12.9	32,576,591	13,292,408	145.1	2,887,229
Wyoming	79,658	86,233	− 7.6	11,412,498	9,748,537	17.1	2,587,273
Other	30,143	35,400	−14.9	3,709,327	6,333,219	41.4	737,058
U.S. Total	14,798,171	12,857,804	15.1	1,706,299,117	1,376,547,004	24.0	333,693,966
Totals projected to 100%	15,759,500	14,113,945	11.7	1,817,144,960	1,511,028,545	20.3	355,371,636

television's 1979 financial fortunes

1978 pay TV revenues	% change	1979 operating expenses	1978 operating expenses	% change	1979 net income	1978 net income	% change	% of subs not included
$4,902,851	70.1	$22,864,114	$16,890,579	35.4	$7,129,660	$6,394,056	11.5	2.7
221,517	192.6	3,446,502	2,872,353	20.0	593,944	391,597	51.7	0
853,209	110.4	7,842,184	6,247,796	25.5	576,831	1,178,986	51.1	2.1
787,820	156.6	14,962,824	9,930,115	50.7	2,090,650	−2,109,923	199.1	0
33,504,972	58.8	141,279,392	111,964,141	26.2	31,797,322	18,801,976	69.1	4.7
317,915	557.8	6,816,535	5,548,242	22.9	126,403	−373,790	133.8	0
3,155,962	61.6	16,176,972	11,582,934	39.7	4,254,724	1,469,248	189.6	4.8
1,273,937	40.9	6,311,175	5,298,319	19.1	3,732,478	2,911,135	28.2	0
10,120,149	84.1	57,942,594	41,602,851	39.3	515,364	639,941	19.5	0
4,248,972	71.1	23,323,396	18,205,973	28.1	6,866,323	5,820,243	18.0	13.0
184,914	311.3	7,324,585	3,361,397	117.9	399,892	−76,090	625.6	0
755,464	66.1	4,602,605	2,922,652	57.5	1,488,222	461,034	222.8	0
3,693,522	104.5	25,228,513	22,291,210	13.2	6,162,754	4,557,141	35.2	17.1
1,665,202	267.6	18,534,621	11,081,389	67.3	1,072,841	856,293	25.3	7.4
3,098,467	59.7	13,019,254	9,326,717	39.6	4,550,011	1,847,860	146.2	0
1,726,357	122.5	13,754,092	11,960,474	15.0	500,158	3,374,634	85.2	2.9
556,217	265.6	15,143,360	27,887,017	45.7	5,222,168	3,439,561	51.8	4.0
1,117,469	362.6	13,561,185	11,462,993	18.3	2,341,980	1,280,418	82.9	21.4
66,005	256.8	6,245,228	4,389,259	42.3	−784,630	−569,435	37.8	6.4
422,207	296.7	8,708,216	5,461,304	59.5	−75,590	468,640	116.1	7.7
2,498,469	90.9	20,812,630	15,973,146	30.3	2,831,769	2,499,583	13.3	0
3,563,777	143.7	26,343,458	22,511,651	17.0	5,614,169	1,157,534	385.0	5.6
1,354,109	142.4	11,906,124	9,030,963	31.8	3,581,667	2,597,232	37.9	0
472,083	779.9	13,259,312	8,977,043	47.7	5,870,004	4,036,117	45.4	6.4
1,773,356	46.1	13,199,161	9,440,792	39.8	3,055,401	1,947,659	56.9	.2
1,008,042	116.2	7,488,003	5,950,184	24.8	3,526,788	3,682,090	4.2	1.8
406,810	121.8	3,244,095	4,082,328	20.5	147,625	−3,982,597	103.7	4.7
1,198,941	41.2	3,224,767	2,584,963	24.8	1,430,831	1,291,055	10.8	10.0
237,797	90.6	3,928,999	3,552,668	10.6	1,608,162	1,513,798	6.2	25.6
11,261,846	82.8	41,007,166	31,961,540	28.3	4,154,425	3,206,841	29.5	0
1,126,520	186.0	10,160,273	7,238,977	40.4	3,603,712	2,267,863	58.9	0
24,445,612	47.8	93,802,740	76,909,703	22.0	11,054,123	3,382,886	226.8	8.6
1,562,971	447.2	22,075,324	12,562,969	75.7	3,072,574	3,550,120	13.5	0
239,311	71.9	3,586,209	11,738,316	69.4	305,002	−1,732,192	117.6	16.8
9,108,266	65.9	58,116,934	51,621,666	12.6	−11,400,320	8,743,591	30.4	8.1
1,891,988	237.5	15,415,635	10,426,754	47.8	5,320,747	3,891,103	36.7	0
1,412,962	133.7	16,214,783	8,559,598	89.4	4,630,973	3,977,826	16.4	8.1
9,442,088	95.9	63,888,834	65,470,636	2.4	17,323,077	18,223,638	4.9	11.7
2,597,270	111.0	14,325,393	10,401,645	37.7	−243,111	−2,002,640	87.9	5.3
103,614	327.2	2,951,198	2,848,823	3.6	93,958	230,378	59.2	22.0
833,024	350.3	22,392,817	8,411,137	166.2	−1,422,297	−1,073,024	32.6	1.2
8,439,303	106.2	60,353,037	41,650,707	44.9	13,287,914	8,752,021	51.8	6.3
193,266	95.8	1,983,448	1,769,357	12.1	−2,373,152	−1,435,894	65.3	11.7
323,159	86.7	3,092,327	2,289,156	35.1	1,412,058	1,454,248	2.9	14.5
2,524,171	162.0	18,692,802	12,424,887	50.4	−130,303	858,329	115.2	6.6
9,475,455	31.6	27,402,892	24,536,447	11.7	7,666,023	7,706,193	.5	17.0
1,834,555	83.3	21,445,008	15,369,653	39.5	14,698,540	11,644,349	26.2	38.9
947,655	204.7	21,218,202	7,640,429	177.7	4,850,198	1,944,788	149.4	19.6
1,361,468	90.0	6,631,112	5,510,227	20.3	4,800,678	3,050,945	57.4	3.5
548,487	34.4	2,622,977	4,586,844	42.8	236,636	256,274	7.7	0
174,859,503	90.8	1,057,873,007	836,320,924	26.5	187,169,376	124,916,456	49.8	6.1
191,942,374	85.1	1,126,595,322	918,025,164	22.7	199,328,409	137,120,149	45.4	0

Bottom line on 1980 station trading: Volume well off, prices well up

Broadcasting Jan 12

The News Magazine of the Fifth Estate □ Vol. 100 No. 2 □ Our 50th Year □ 1981

-1/16/81 C1750-1 U -

Sales Power
Every day from Katz.

20014KENNEP209B ZWZ APR/81
J P KENNEDY ##SAMPLE
CIS
4520 EAST WEST HWY
SUITE 800
WASHINGTON DC 20014

The First 50 Years Of Broadcasting

1943
□
PAGE 81

The Week in Brief

TOP OF THE WEEK

BROWN TO RESIGN ☐ Decision opens avenue for Reagan to appoint new chairman and may mean reappointment of Quello. **PAGE 23.**

LIMIT OF 15 ☐ FCC says that is most low-power TV's that will be allowed to single entity for time being. **PAGE 24.**

BAKER WANTS TV LET IN ☐ New majority leader offers resolution to admit television into Senate. **PAGE 25.**

NEW FACES ☐ Democrats Hollings, Inouye and Ford opt to serve on Senate Communications Subcommittee. **PAGE 26.**

RADIO DEREGULATION ☐ It's remaining major item on agenda of Ferris's FCC this week, but his enthusiasm for it isn't shared by all of his colleagues. **PAGE 27.**

NTIA REPRISE ☐ Geller agency again proposes radio deregulation package, but with a price tag for licensees. **PAGE 27.**

BRADY BUNCH ☐ Transition spokesman James Brady chosen White House press secretary with broadcast journalist Karna Small as deputy director. Larry Speakes from Hill & Knowlton expected to be another deputy. **PAGE 28.**

EXPANSION ☐ Time's Manhattan Cable plans $20-million capital improvement program. **PAGE 30.**

SPECIAL REPORT

CHANGING HANDS IN '80 ☐ In dollar volume, $876 million, it was second biggest year despite collapse of GE-Cox merger. BROADCASTING's annual report on station trading puts Times Mirror purchase from Newhouse at top. **PAGE 34.**

MEDIA

IN LAND OF SKY BLUE CABLE ☐ Decision on franchise winner in St. Paul expected this month with four applicants favored. State examiner about to make report on contested Minneapolis franchise. **PAGE 60.**

LAW & REGULATION

HEMISPHERIC CONCERNS ☐ American broadcasters express misgivings to FCC and advisory group about what broadcasters feel is lack of preparation for Region 2 meeting in November. Commission promises to review stance on nighttime standards at session in March. **PAGE 65.**

DISAGREEMENT ☐ Programers oppose, networks support CBS petition that seeks blessing on acquisition of rights to TV programs not produced by it for nonbroadcast purposes. **PAGE 66.**

PROGRAMING

FILM FLAP IN ENGLAND ☐ BBC and ITV accuse each other of offering record high prices for movie package. **PAGE 70.**

BUSINESS

COMPETITION OF NEW MEDIA ☐ American Marketing Association conference sees newcomers as supplements, not replacements. CBS's Blank says CATV and pay cable are only threats to network TV. **PAGE 74.**

TECHNOLOGY

ANOTHER SIDE TO QUBE ☐ Warner Amex begins experiment with information retrieval service at its Columbus, Ohio, system. **PAGE 76.**

1943

THE 'BROADCASTING' YEARS ☐ There was sparring between Congress and FCC over broadcast regulation for most of 1943. But commission went ahead with rule against duopolies, and Supreme Court affirmed FCC's power to regulate networks. Year also witnessed Edward Noble's purchase of Blue Network from RCA and escalation of broadcasting's contribution to World War II effort. **PAGE 81.**

PROFILE

ADVOCACY ADVOCATE ☐ Nabisco's Dick Creedon believes TV networks' refusal to accept issue advertising is violation of First Amendment. As new chairman of Association of National Advertisers, he plans to intensify efforts to remove that barrier. **PAGE 105.**

Bottom Line 75
Business Briefly 10
Changing Hands 62
Closed Circuit 7
Datebook 18
Editorials 106
Fates & Fortunes 99
For the Record 85
In Sync 76
Intermedia 64
Monday Memo 16
Monitor 72
News Beat 78
Playback 73
Stock Index 103
Washington Watch 68

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ Accuracy In Media 50 ☐ Alan Enterprises 37 ☐ Ampex 44-45 ☐ Associated Press 19 ☐ Back to God Hour 10 ☐ Blackburn & Co. 42, 62 ☐ Broadcast Electronics 58 ☐ Colbert Television 46-47 ☐ Compact Video 17 ☐ Continental Electronics 68 ☐ R.C. Crisler & Co. 35 ☐ Delta Airlines 20 ☐ Enterprise Radio 38-39 ☐ Firestone Program Syndication 40-41 ☐ Gannett 31 ☐ Gold Key 67, 69, 71, 73, 75 ☐ HR&P 59 ☐ Harris 43 ☐ Dan Hayslett & Associates 53 ☐ Ted Hepburn & Co. 48 ☐ Keith W Horton Co. 52 ☐ Ikegami 51 ☐ Katz front cover ☐ King World Productions 61 ☐ Lutheran Laymen's League 22 ☐ MCA-TV 6 ☐ MGM-TV inside front cover/page 3, 32-33 ☐ Magnetic Video 8-9 ☐ Robert O. Mahlman Inc. 36 ☐ Metromedia Producers Corp. 11 ☐ NBC Radio 80 ☐ Online Inc. 72 ☐ Panasonic 12-13 ☐ Pulitzer Broadcast Group 4 ☐ RCA 49 ☐ Reynell Associates 14 ☐ Cecil L. Richards 63 ☐ Scripps-Howard Foundation 77 ☐ Richard A. Shaheen 52 ☐ Sintronics 65 ☐ Tandem 54-57 ☐ William B. Tanner 101 ☐ WBBM-TV inside back cover ☐ Warner Brothers Television 15 ☐ Western Cities back cover ☐

Special Report

Station trading in 1980: $876 million-worth of properties changed hands

That total was second only to 1979 which included Gannett-CCC merger; the year also saw the potentially biggest deal, between Cox and GE, fall through; average price for radio station rose 30%, for TV station, 125%

In dollar volume, 1980 was the second biggest year of station sales in broadcasting history. It would have been far and away the biggest if the Cox-GE merger had not fallen through last May.

The record was second only to that of 1979, when the volume was abnormally inflated by the merger of Combined Communications Inc. into the Gannett Co., a $370-million deal approved by the FCC in June of 1979.

Despite the collapse of the Cox-GE agreement, valued at $560 million under original terms and reportedly sweetened by another $100 million or more in subsequent negotiations that failed, the value of station trading in 1980 reached $876,084,000. The figure was 21.6% below that of 1979—$1,116,648,000, if the Gannett-Combined transfers are included. Without the inclusion of that history-making deal, 1980 sales would have bettered 1979 by 17.3%.

Although the number of transactions in both radio and television was down in 1980, prices per station rose dramatically in both categories. Only 424 radio stations changed hands in 1980, 157 fewer than in the previous year. In 1980 35 television stations were sold, 29 fewer than in 1979. But the average price for a radio station in 1980 was $801,023, an increase of 30.3% over the 1979 average of $614,646. The average price for a stand-alone AM was $765,000, for a stand-alone FM, $1,493,000 and for an AM-FM combination $1,147,670.

The average price for a television station was $15,261,428, more than double 1979's average of $6,757,042. Breaking down the television station sales by UHF and VHF (excluding the $82-million package sale of five television stations—three UHF's and two VHF's—from Newhouse Broadcasting Co. to the Times Mirror Co.), the average price of a VHF station in 1980 was $17,461,766 while UHF stations were commanding an average of $9,328,571.

The dollar volume of radio station trades in 1980 was $341,934,000. Single AM's totalled $111,777,000; single FM's, $111,947,000, and AM-FM combinations, $118,210,000.

The dollar volume of television station sales in 1980 was $534,150,000—consisting of $321,550,000 in VHF-only deals, $130,600,000 in UHF-only and the $82-

27 years of station transactions

Dollar volume of transactions approved by FCC

	Total	*Radio only*	*Combined Radio TV**	*TV only*
1954	$ 60,344,130	$ 10,224,047	$ 26,213,323	$ 23,906,760
1955	73,079,366	27,333,104	22,351,602	23,394,660
1956	115,605,828	32,563,378	65,212,055	17,830,395
1957	124,187,660	48,207,470	47,490,884	28,489,206
1958	127,537,026	49,868,123	60,872,618	16,796,285
1959	123,496,581	65,544,653	42,724,727	15,227,201
1960	99,341,910	51,763,285	24,648,400	22,930,225
1961	128,804,167	55,532,516	42,103,708	31,167,943
1962	101,742,903	59,912,520	18,822,745	23,007,638
1963	105,303,078	43,457,584	25,045,726	36,799,768
1964	205,756,736	52,296,480	67,185,762	86,274,494
1965	135,123,766	55,933,300	49,756,993	29,433,473
1966	135,718,316	76,633,762	28,510,500	30,574,054
1967	172,072,573	59,670,053	32,086,297	80,316,223
1968	152,455,412	71,310,709	47,556,634	33,588,069
1969	231,697,570	108,866,538	35,037,000	87,794,032
1970	174,785,442	86,292,899	1,038,465	87,454,078
1971	393,547,924	125,501,514	750,000**	267,296,410
1972	271,330,537	114,424,673	0	156,905,864
1973	230,381,145	160,933,557	2,812,444	66,635,144
1974	307,781,474	168,998,012	19,800,000	118,983,462
1975	259,485,961	131,065,860	0	128,420,101
1976	290,923,477	180,663,820	1,800,000	108,459,657
1977	289,871,604	161,236,169	0	128,635,435
1978	651,728,398	331,557,239	30,450,000	289,721,159
1979	1,116,648,000	335,597,000	463,500,000	317,581,000
1980	876,084,000	339,634,000	27,000,000	534,150,000
Total	$6,954,834,984	2,991,522,265	1,182,769,883	2,791,872,736

Number of stations changing hands

	Radio only	*Combined Radio-TV**	*TV only*
1954	187	18	27
1955	242	11	29
1956	316	24	21
1957	357	28	38
1958	407	17	23
1959	436	15	21
1960	345	10	21
1961	282	13	24
1962	306	8	16
1963	305	3	16
1964	430	20	36
1965	389	15	32
1966	367	11	31
1967	316	9	30
1968	316	9	20
1969	343	5	32
1970	268	3	19
1971	270	2**	27
1972	239	0	37
1973	352	4	25
1974	369	5	24
1975	363	0	22
1976	413	3	32
1977	344	0	25
1978	586	5	51
1979	546	52	47
1980	424	3	35
Total	8,515	NA	782

Note: Dollar volume figures represent total considerations reported for all transactions, with the exception of minority-interest transfers in which control of the licensee did not change hands. All sales have been approved by the FCC. Also, prior to 1978, a combined AM-FM facility was counted as one station in computing the total number of stations traded.

*Prior to 1971 figures represent total number of deals involving both radio and television stations.

**Beginning in 1971, when the FCC's "one-to-a-customer" rule, prohibiting the sale of co-located TV and radio stations, became effective, figures represent the total number of separately located TV and radio stations that were sold in packages.

million Times Mirror buy. (All calculations are based on sales approved by the FCC in 1980.)

The biggest broadcast trade of 1980 was Times Mirror-Newhouse. Times Mirror—the Los Angeles-based publisher of the *Los Angeles Times* and other publications—now owns the maximum number of television that the FCC permits—seven. Stations acquired from Newhouse were WAPI-TV Birmingham, Ala. (ch. 13); KTVI(TV) St. Louis (ch. 2); WSYR-TV Syracuse (ch. 3) and its satellite, WSYE-TV Elmira (ch. 18), both New York, and WTPA(TV) Harrisburg, Pa. (ch. 27).

Times Mirror also owns one of the largest cable MSO's—Times Mirror Cablevision—which has in excess of 500,000 subscribers.

Newhouse Broadcasting Co.—a Syracuse-based newspaper publisher owned by the family of the late Samuel I. Newhouse—is retaining ownership of WAPI-AM-FM Birmingham, WTPA-FM Harrisburg and WSYR-AM-FM Syracuse.

The second biggest deal of last year featured the highest price ever paid for a single television station—the sale of McClatchy Newspapers' KOVR(TV) Stockton, Calif., to the Outlet Co. for $65 million. The deal went through after the FCC waived its crossownership rules in March and approved the transfer of control of McClatchy Newspapers' 11 radio and television stations from the late Eleanor C. McClatchy to her nephew, Charles K. McClatchy.

McClatchy requested the waiver to maintain its "grandfathered" status for the broadcast-newspaper crossownership situations existing in Stockton-Sacramento, Modesto and Fresno, all California. Without a waiver, a transfer of control strips a company of its grandfathered protection. By preserving that protection, McClatchy was also entitled to—and received—a tax certificate for voluntarily breaking up its media combination in Stockton.

Last November, the FCC also granted final approval of the sale of another McClatchy station, KMJ-TV Fresno, Calif., to San Joaquin Communications Corp. for $13.5 million. In so doing, the commission denied a petition to deny the sale filed by the National Land for People Inc., which claimed San Joaquin was unfit to be a licensee because of alleged violations of the Federal Reclamation Act of 1902 and because the buyer principals already exerted "concentrated economic power" in the Fresno area.

San Joaquin Communications—owned by 14 local businessmen, farmers and ranchers and headed by R. W. Millard, president—had filed a competing application for the KMJ-TV facility. McClatchy sold the station to avoid a long and costly hearing.

The Outlet Co.—a Providence, R.I.-based group owner of four AM's, three FM's and five TV's—also initiated the most complicated deal of 1980, involving three radio stations and resulting in the first minority-controlled broadcast station in Rhode Island. In granting its approval, the FCC granted a waiver of the one-to-a-market rule that let Outlet acquire WSNE(FM) Taunton, Mass., which is in the same market as its WJAR-TV Providence.

The transaction saw the license for Audio-Air Inc.'s WRLM(FM) Taunton assigned to Franks Broadcasting Co. for $2.2 million. Franks in turn assigned its license for WHIM(AM) Providence to minority-controlled East Providence Broadcasting Co. for $900,000 and received a tax certificate for so doing. Concurrently, Franks, to avoid any snag on the three-year rule, exchanged WRLM for Outlet's WJAR(AM) Providence, the radio half of its grandfathered AM-TV combination.

In requesting the waiver of the one-to-a-market rule—which forbids an owner from acquiring a radio station in a market where it already owns a television station or vice versa—Outlet successfully argued that the only significant change would be the advancement of the commission's policy of furthering broadcast station ownership by minority groups. As far as its own grandfathered combination was concerned, nothing would really change, Outlet contended. An FM would simply be exchanged for an AM. In effect, Outlet argued, there were two choices: an AM-TV combination in Providence with no minority-controlled stations in Rhode Island or an FM-TV combination in Providence competing with a minority controlled AM in Providence.

The principal owner of East Providence Broadcasting—buyer of WHIM—is Henry Hampton, a black and founder and president of Blackside Inc., a Boston-based television and film production company.

The other big VHF deal of 1980 was the $45-million merger of Black Hawk Broadcasting Co. into American Family Corp.—a Columbus, Ga.-based insurance conglomerate. Of the seven Black Hawk properties, only two were retained by American Family—KTIV(TV) [ch. 4] Sioux City and KWWL-TV [ch. 7] Waterloo, both Iowa—while three AM's, one FM and one TV were spun off.

KAAL(TV) [ch. 6] Austin, Minn., was spun off to St. Joseph, Mo., newspaper publisher David R. Bradley and family for $11.5 million. Bradley is president of a company that owns WSAY-TV Savannah, Ga., as well as a St. Joseph cable television system.

KWWK(AM)-KFMW(FM) Waterloo, Iowa, went to Forward Communications Corp.—a Wausau, Wis.-based group owner of six AM's, six FM's and six TV's—for $3,477,500. KLWW(AM) Cedar Rapids, Iowa, was sold to Cedar Rapids Broadcasting Co.—owned by G. Dale Cowle—for $760,000. Cowle also owns KASI(AM)-KCCQ(FM) Ames, Iowa; 85% of KQCR(FM) Cedar Rapids, and 27.7% of KOKX(AM)-KIMI(FM) Keokuk, Iowa. KCBC(AM) Des Moines, Iowa, was spun off to Des Moines Broadcasting Co.—owned by Paul Olson (who owns KLEM(AM) Le Mars, Iowa) and others—for $500,000.

In addition to the two television properties acquired in the merger, American Family owns WYEA-TV Columbus and WTOC-TV Savannah, both Georgia; KFVS-TV Cape Girardeau, Mo., and WAFF-TV Huntsville, Ala.

On the UHF side of the television coin, Ted Turner—who can't seem to keep out of the news—sold WPCQ-TV (formerly WRET-TV) Charlotte, N.C., to Westinghouse Broadcasting Co. for $20 million, a record price for a single UHF. Turner sold the station to finance operations of his Cable News Network, a 24-hour cable news service. Consummation of the Charlotte station sale came into doubt last spring after the FCC had granted approval of the sale. Certain EEO restrictions and a short-term renewal had been placed on the license for the station. Westinghouse insisted that the conditions be resolved by Sept. 16, 1980, or the deal would be off as the sales contract called for the transfer of a "valid and regular license." Last summer Turner's lawyers convinced the commission to remove the EEO reporting conditions and grant the station a full-term license. The deal was then closed in July.

In addition to the $20 million it paid for WPCQ-TV, Westinghouse, on an acquisition binge in 1980, paid a total of $18.4 million for separate buys of three major market FM's and contracted to buy a fourth, KOSI-FM Denver, for $7.5 million. It also announced an agreement in principle to ac-

R. C. CRISLER & CO., INC.

Business Brokers for C.A.T.V., TV & Radio Properties
Licensed Securities Dealers
Underwriting — Financing

Cincinnati
Richard C. Crisler, Clyde G. Haehnle, Alex Howard, Larry C. Wood
580 Walnut Street, 45202, phone (513) 381-7775

quire Teleprompter Corp.—one of the few cable MSO's with more than 1 million subscribers—for $646 million, by far the biggest cable deal in history.

Last January, Westinghouse purchased KODA-FM Houston from Taft Broadcasting Co. for $5 million. In February it acquired KOAX(FM) Dallas from Metroplex Communications for $7 million. Early last month the FCC granted its application to buy KJQY(FM) San Diego from Heftel Broadcasting Co. for $6.4 million.

Other stations in the Group W portfolio of seven AM's, five FM's and six TV's include WJZ-TV Baltimore; WBZ-AM-FM-TV Boston; WIND(AM) Chicago; WOWO(AM) Fort Wayne, Ind.; KYW-AM-TV Philadelphia; KDKA-AM-TV and WPNT(FM) Pittsburgh; KFWB(AM) Los Angeles; WINS(AM) New York, and KPIX(TV) San Francisco.

Also on the radio front, Storer Broadcasting sold its WHN(AM) New York to Mutual Broadcasting System—owned by Ada, Mich.-based Amway Corp., mass marketer of home products—for $14 million. Mutual acquired its first broadcast property—WCFL(AM) Chicago—in June 1979 for $12 million.

The second biggest AM deal of 1980 was the acquisition of KJR(AM) Seattle by Metromedia Inc. from Kaye-Smith Enterprises for $10 million. Metromedia, a Secaucus, N.J.-based publicly traded group owner of six AM's, seven FM's and seven TV's, in turn sold KNEW(AM) San Francisco to Malrite Broadcasting Co. for $5 million. Malrite, a Cleveland-based group owner of six AM's, four FM's and three TV's, is challenging the FCC in a New York appeals court regarding the Commission's decision last summer to delete the syndicated exclusivity and distant-signal cable rules.

Kaye-Smith—owned by actor Danny Kaye and Lester Smith—also sold WUBE-AM-FM Cincinnati for $3.9 million. The buyer was Plough Broadcasting, subsidiary of Memphis-based Schering-Plough Corp., a manufacturer and distributor of consumer products and pharmaceutical drugs. It owns five other AM and five other FM properties.

The biggest FM deal to date occurred in 1980 with the sale of KIOI(FM) San Francisco by Jim Gabbert to Karl Eller for $12 million. Subsequent to the agreement in principal made by those two in March, Eller and Charter Oil Co. formed a joint venture, Charter Media Co., to operate media and broadcast properties already owned by Charter as well as acquisitions such as KIOI, the *Philadelphia Bulletin* and New York Subways Advertising Co. Six months later, however, Eller and Charter parted ways, with Charter hanging on to everything acquired during the short-lived venture with the exception of the New York advertising company.

In addition to KIOI, Charter—a Jacksonville, Fla.-based oil conglomerate—owns WOKY(AM)-WMIL-FM Milwaukee; WDRQ-FM Detroit; KCBQ(AM) San Diego, and KSIQ-FM St. Louis. It is negotiating to buy KITT(FM) San Diego for $6 million.

Gabbert sold off all of his radio properties in 1980 to finance the development of KEMO-TV San Francisco which he acquired from Leon Crosby for $9.85 million. Rene DeLarosa, former station manager of KEMO-TV, bought Gabbert's KIQI(AM) San Francisco for $3 million. KIKI(AM)-KPIG(FM) Honolulu went to John Parker and his wife, Kathleen, for $1.2 million. The Parkers also own KOWL(AM) South Lake Tahoe, Calif.

The biggest nondeal of all time also occurred in 1980—the proposed GE-Cox merger that never came off. That merger would have involved 28 broadcast stations and 57 cable systems—17 of the broadcast stations and 44 of the cable systems belonging to Cox. The original asking price was $560 million, and GE had reportedly offered as much as $130 million more to keep the deal alive, but in the end Cox bowed out.

The FCC issued an order approving the Cox-GE merger on April 28, 1980, one month and two days before the contract deadline expired. In the last week of May, Cox filed a petition for reconsideration of the commission decision granting the merger, thus blocking the issuance of a final order. Cox was then free to terminate and did.

The $62.9-million merger of the Kansas State Network into Standard Communications Inc., owned by George Hatch and family, was approved by the FCC on Dec. 30, 1980. That deal—announced in August of 1979—is not expected to be closed until later this month at the earliest. An FCC hearing case (concerning price-fixing allegations) involving KSN's KTVJ(TV) Joplin, Mo., and other stations in the market has been resolved in that station's favor.

In addition to KTVJ, KSN owns KGLD(TV) Garden City, KCKT(TV) Great Bend and KARD-FM-TV Wichita, all Kansas, and KMOC(TV) McCook, Neb. The Wichita FM is being spun off to John Price, a Salt Lake City real estate developer, and family for $1.25 million.

The Hatch family owns KGEM(AM)-KJOT(FM) Boise, Idaho; KGHL(AM)-KIDX(FM) Billings and KYSS-AM-FM Missoula, both Montana; KALL-AM-FM-KUTV(TV) Salt Lake City and KVEL(AM)-KUIN(FM) Vernal, Utah. These properties, when added to the KSN stations, will give the Hatches a broadcast portfolio of five AM's, five FM's and six TV's.

Several other major station sales were initiated in 1980 but still await FCC approval. Cosmos Broadcasting Corp., Columbia, S.C., bought the four television and three radio stations of Orion Broadcasting Corp., Louisville, Ky., for $110 million. Gulf United Corp., Dallas, bought San Juan Racing's nine radio stations for $62 million plus $5 million in liabilities. Knight-Ridder, Miami, bought

Selling or buying your radio station requires 100%

COMMITTMENT
EFFORT
EXPERTISE
RESULTS

Please contact us for the large and medium market opportunities we have.

When confidence, integrity and experience are important...

Robert O. Mahlman, Inc.
Six The High Road
Bronxville, New York 10708
914-779-7003

Brokerage Appraisals Consulting
Specializing in radio for over twenty years

Landmark Communications' WTAR-TV Norfolk, Va., for $48 million. The Hearst Corp., New York, bought WDTN(TV) Dayton, Ohio, from Grinnell (Iowa) College for $47 million.

Following are summaries of the remaining television and radio deals valued at more than $1 million that were approved by the FCC and consummated in 1980.

VHF

WVEC-TV Norfolk (Hampton), Va., owned by Thomas P. Chisman and family went to Corinthian Broadcasting for $31.2 million. The deal included six cable systems in Virginia and North Carolina with a total subscriber count of 3,497. Corinthian is owned by Dun & Bradstreet and owns five other CBS-affiliated TV's.

Chronicle Broadcasting Co., a subsidiary of Chronicle Publishing Co., publisher of the *San Francisco Chronicle* and owner of KRON-TV San Francisco, WOWT(TV) Omaha and Wester Communications Inc., a cable MSO, acquired KAKE-AM-TV for $27 million. It spun off the AM to Misco Broadcasting Crop. for $2.3 million. Misco is owned by S.O. Beren.

Fuqua Industries sold its three television stations, and its chairman, J. B. Fuqua, sold a fourth. Its AM's, WROZ Evansville, Ind., and WTAC Flint, Mich., are also for sale.

Dale G. Moore bought two of the Fuqua stations—J. B. Fuqua's personal station, WJBF(TV) Augusta, and WTVM(TV) Columbus, both Georgia, for $25 million and $19.5 million, respectively. Moore is also principal owner of KGVO(AM) Missoula and KCAP-AM-FM Helena, both Montana; KSEI(AM)-KRBU(FM) Pocatello and KMVT(TV) Twin Falls, both Idaho, and WAPA(TV) San Juan, P.R.

Charles Woods bought Fuqua's WTVW(TV) Evansville, Ind., for $21.5 million. Woods also owns WTVY-AM-FM Dothan, Ala.

Belo Broadcasting Corp. bought Fuqua's WTVC(TV) Chattanooga for $19.5 million. Belo Broadcasting is a subsidiary of the A.H. Belo Corp., a privately held publisher of the *Dallas Morning News* and owner of WFAA-AM-TV and KZEW(FM) Dallas and KFDM-TV Beaumont, Tex.

KTVB(TV) Boise, Idaho, was sold to King Broadcasting by Georgia M. Davidson and family for $14 million. King is owned by Dorothy S. Bullitt and family who also own KYA-AM-FM San Francisco; WRTH(AM) Wood River (St. Louis), Ill.; KGW-AM-TV-KINK(FM) Portland, Ore; KING-AM-FM-TV Seattle and KREM-AM-FM-TV Spokane, Wash.

KTVN(TV) Reno was sold by Washoe Empire to Sarkes Tarzian Inc. for $12.5 million. The Tarzian family also owns WTTS(AM)-WGTC(FM) Bloomington, WATI(AM) Indianapolis and WPTH(FM) Fort Wayne, all Indiana.

Grayson Enterprises Inc. disposed of four television stations via FCC distress sale. KBLK-TV Lubbock and KTXS-TV Sweetwater-Abilene, both Texas, went to Prima Inc. for $11.1 million. Prima is owned principally by John Robert E. Lee, Robert L. Dudley and Daniel H. Neviaser. Dudley also owns 15% of both WSME(AM) Sanford, Me., and WNBP(AM) Newburyport, Mass. His brother, Richard D. Dudley, is president of the Forward Communications station group based in Wausau, Wis.

The other two Grayson TV's—KMOM-TV Monahans and its satellite, KWAB(TV) Big Spring, both Texas—went to Permian Basin Television Corp. for $3 million.

KIMT(TV) Mason, Iowa, was sold by Lee Enterprises to Hugh I. Shott and family for $9.5 million. The sale was made in compliance with the FCC's 1975 action ordering the breakup of "egregious" concentrations of media control. The Shotts also own WHAJ(FM) Bluefield, W.Va., and WBTW(TV) Florence, S.C.

KCOY-TV Santa Maria-Santa Barbara, Calif., was bought by Stauffer Communications from Helen Pedotti, Mile Acquistapace, Burns Rick, Robert Burris and others for $7 million. Stauffer is a Topeka, Kan.-based publisher and group owner of 10 radio stations, seven AM's,

Put Our Experience To Work For You!

The purchase of television station
KAAL-TV
Austin, Minnesota
for
$11,250,000
by
News-Press & Gazette Co., St. Joseph, Mo.
from
Black Hawk Broadcasting Co.
has been consummated as of October 1, 1980.
We are pleased to have served
as broker in this transaction.

BLACKBURN & COMPANY, INC.
RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

American Family Corporation
has acquired by merger
Black Hawk Broadcasting Company
licensee of
KWWL-TV
Waterloo-Cedar Rapids, Iowa
KTIV-TV
Sioux City, Iowa
and
CATV systems serving nine
suburban communities
in the Dallas-Ft. Worth area
plus affiliated outdoor advertising
and food service companies.
The transaction is valued
at approximately
$45,600,000
We are pleased to have initiated
this transaction and to have served
as broker throughout
the negotiations and consummation.

BLACKBURN & COMPANY, INC.
RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

Susquehanna Broadcasting Co.
has acquired
KLIF-AM
Dallas, Texas
for
$4,250,000
from
Fairchild Industries
The undersigned served as broker
in this transaction.

BLACKBURN & COMPANY, INC.
RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

The sale of
WWOM-FM
Albany, N.Y.
for
$800,000
from Metroland Broadcasting Corp. to
Liberty Communications, Inc. has been closed
We are pleased to have served as brokers
in this transaction.

BLACKBURN & COMPANY, INC.
RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

The sale of
WZZK-FM
Birmingham, Alabama
for
$2,600,000
from Johnston Broadcasting Company to
Park City Communications has been closed
We are pleased to have served as brokers
in this transaction.

BLACKBURN & COMPANY, INC.
RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

The sale of
KIKI-KPIG
Honolulu, Hawaii
for
$1,200,000
from James J. Gabbert to John and Kathleen Parker
has been closed
We are pleased to have served as brokers
in this transaction.

BLACKBURN & COMPANY, INC.
RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

The sale of
WTMC-AM
Ocala, Fla.
for
$1,100,000
from Hunter-Arnette Broadcasting Co. to
WTMC Broadcasting Co. has been closed
We are pleased to have served as brokers
in this transaction.

BLACKBURN & COMPANY, INC.
RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN & COMPANY, INC.
RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. 20036
1111 19th Street, N.W.
(202) 331-9270

CHICAGO, 60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA, 30361
400 Colony Square
(404) 892-4655

BEVERLY HILLS, 90212
9465 Wilshire Blvd.
(213) 274-8151

three FM's and two TV's.

UHF

Buford Television Inc. acquired KDNL-TV St. Louis from Evans Broadcasting Corp. for $17 million. Buford owns KLTV(TV) Tyler and KTRE-TV Lufkin, both Texas. It also owns cable systems serving 16 Indiana communities and five serving Florida communities. Buford sold KFSM-TV Fort Smith, Ark., to the New York Times Co. in 1979 for 17.5 million.

Earlier last year, the New York Times Co. acquired WHNT-TV Huntsville, Ala., from North Alabama Broadcasters Inc. for $12 million. In addition to the two television properties, Times also owns WREG-TV Memphis and WQXR-AM-FM New York.

Trinity Broadcasting Network, a nonprofit religious corporation based in Santa Ana, Calif., acquired WHFT-TV Miami from the Lester Sumerall Evangelistic Association Inc. for $10 million. Trinity also owns KTBN-TV Fontana, Calif., and KPAZ-TV Phoenix. TBN programing is carried on 300 cable systems.

Larry Israel, the head of the communications division of Coca-Cola Bottling Co. of New York which owns 51% of WIXT(TV) Syracuse, N.Y., and Steven Kumble purchased WICS(TV) Springfield, Ill., for $10.7 million. They had also applied to purchase WBFF(TV) Baltimore in mid-1979 but that deal fell through last year.

A.S. Abell Co., publisher of the *Baltimore Sun* and owner of WMAR-FM-TV Baltimore, sold WBOC-TV Salisbury, Md., to Thomas H. Draper for $8 million. Draper is the principal owner of WTHD(AM)-WAFL(FM) Milford, Del. In a separate transaction, Abell Co. also sold WSBY(AM)-WQHQ(FM) [formerly WBOC-AM-FM] Salisbury to the Evening Post Publishing Co. for $2.5 million. The Evening Post Publishing Co., based in Charleston, S.C., also owns KDBC-TV El Paso, Tex., and KOAA-TV Pueblo-Colorado Springs, and a cable system in Aiken, S.C.

Tandem Productions Inc., Norman Lear's TV production company, and subscription television entrepreneur Jerry Perenchio teamed up to buy KMUV-TV Sacramento, Calif., last July only to sell it three months later, subject to FCC approval, to Koplar Communications Inc. for $7.6 million, roughly what they paid for it. They are seeking a waiver of the three-year trafficking rule, citing changes in the Sacramento market (cable expansion and MDS operations) which, they contend, prevent the successful operation of STV service there. Koplar, owned by Edward Koplar and family, owns KPLR-TV St. Louis.

Oak Industries Inc., a publicly traded electronics and communications firm based in Rancho Bernardo, Calif., acquired a 49% interest in WSNS(TV) Chicago from Video 44 Inc. for $7.3 million. Oak also owns 50% of KBSC-TV Corona, Calif., an STV station. Oak also purchased WKID(TV) Fort Lauderdale, Fla., from CB TV Corp. for $4.1 million. It plans to use that station to provide STV service to the Miami-Fort Lauderdale Market (15th ADI).

Augusta Telecasters sold WATU-TV Augusta, Ga., to Shurz Communications, a South Bend, Ind.-based publisher/group broadcaster, for $5 million. Shurz also owns WSBT-AM-TV/WWJY(FM) South Bend, WDBJ(TV) Roanoke, Va., and cable systems in Hagerstown, Md., and Carl Springs, Fla.

Wometco Enterprises, a publicly traded group owner of one FM and six TV's based in Miami, was the principal buyer of a group that acquired WSNL(TV) Smithtown, N.Y., from Suburban Broadcasting Corp. for $3.6 million. In granting the sale, the FCC waived its duopoly rule because of the buyer's intention to convert the station into an STV satellite, rebroadcasting Wometco's WWHT-TV Newark, N.J., with which there is a grade B overlap.

RADIO

Most station brokers note that buyers are looking first for a stand-alone class C or B FM with the second choice being an AM-FM combination while a stand-alone AM is a distant third choice. These choices are reflected in the prices buyers paid in

NOW, A High-Performance STL-FM Audio Processor/ Stereo Generator

Harris' New MSP-95 FM
Audio CPU

Designed specifically for FM stations using an STL Link, the MSP-95 FM Audio Composite Processing Unit delivers studio program fidelity to your remote FM transmitter and listeners. Engineered to match high-performance studio equipment to an STL Link, the MSP-95 increases listener satisfaction.

The Harris MSP-95 inherits the finest family traits: DSM (Digitally Synthesized Modulation) and DTR (Dynamic Transient Response) circuitry from the MS-15 exciter and MS-15R remote stereo generator. Superior field-proven operation from the MSP-90 FM stereo limiter. And there's more. Active transformerless inputs for best transient response. True peak reading LED displays of all stereo functions. Precision switches to control all important functions tailoring individual sound. A rare blend of utility and technology for management and engineering priorities.

For more information, contact Harris Corporation, Broadcast Products Division, P. O. Box 4290, Quincy, Illinois 62301. 217-222-8200.

HARRIS
COMMUNICATION AND INFORMATION PROCESSING

1980, with FM's on the average costing about 25% more than combinations and almost double the cost of AM's (48.8%).

On the FM side, Trinity Broadcasting sold WBFG(FM) Detroit to Doubleday Broadcasting for $8.25 million, the second highest price paid for an FM (second only to the price paid for KIOI). Doubleday is a subsidiary of the New York-based publishing company of the same name.

KDDC(FM) Denton, Tex., was acquired by Hicks Communications and Jim Stansell from Mel Wheeler for $4.6 million. Hicks also owns KLVI(AM) Beaumont and KYKR-FM Port Arthur, both Texas.

Combined Communications Corp., which merged with Gannett Co. in 1979, picked up its seventh FM, WJYW Tampa, Fla., from the Rounsaville station group for $4 million. Combined also owns six AM's and seven TV's.

WZZK(FM) Birmingham, Ala., was sold by Rose Hood Johnston and family to Park City Communications, Bridgeport, Conn.-based licensee of WEZN(FM) Bridgeport and WFTQ(AM)-WAAF(FM) Worcester, Mass., for $2.5 million.

KFAT(FM) Gilroy, Calif., was sold by Wheatstone Bridge Engineering Co. to Harvey Levin for $2.5 million. Levin also owns KUIC(FM) Vacaville, Calif.

WKSS(FM) Hartford, Conn., was sold by Broad Street Communications Corp. to Sturgeon Corp. for $2.2 million. Sturgeon is owned principally by Howard P. Tanger who also owns WTMI(FM) Miami.

WAJB(FM) Pensacola, Fla., was purchased by Colonial Broadcasting Co. from Barba Broadcasting Co. for $1.4 million. Colonial also owns WLWI(FM) Montgomery, Ala.

LIN Broadcasting Corp., a New York-based publicly traded group owner of four AM's, four FM's and four TV's, sold KHFI-FM Austin, Tex., to Central Texas Broadcasting for $1.5 million. LIN's acquisition of KHFI-FM and KTVV(TV) Austin in May 1979 was approved by the FCC on the condition that it divest itself of one of them within a year.

Patrick Henry sold KJAZ(FM) Alameda Calif., to Lionel Wilson and Ronald Cowan for $1.4 million. Wilson is the black mayor of Oakland, Calif.

Megamedia Inc., owned principally by Robert Liggett Jr., acquired WZZR-FM Grand Rapids, Mich., for $1.38 million. Liggett was also the principal buyer of WCAY(AM) Cayce, S.C., for $290,000 and, still subject to FCC approval, WZLD(FM) Cayce for $1 million.

Sunbelt Communications bought KTLS(FM) Oklahoma City from Thomas Lynch for $1.35 million. Sunbelt, based in San Luis Obispo, Calif., has also purchased, subject to FCC approval, an FM in Utah, KQPD Ogden for $1.15 million.

Eastern Broadcasting Co. purchased WFMB(FM) Springfield, Ill., from Capital Broadcasting Co. for $1,275,000. Eastern also owns WCVS(AM) Springfield; WHUT(AM)-WLHN(FM) Anderson, Ind., and 80% of WRSC(AM)-WQWK(FM) State Col-

June 2, 1979
BENI Broadcasting
of Rochester, Inc.
WHEC-TV
Rochester, N.Y.
from
Gannett Co., Inc.
THE
TED HEPBURN
COMPANY

July 31, 1979
Storer Broadcasting Company
KTNQ
Los Angeles, California
THE
TED HEPBURN
COMPANY

September 6, 1979
Storer Broadcasting Company
KHTZ (FM)
Los Angeles, California
THE
TED HEPBURN
COMPANY

Dec. 31, 1979
Storer Broadcasting Company
has completed the sale of the assets of radio stations
WGBS (AM) and WLYF (FM)
Miami, Florida
to
Jefferson Pilot Broadcasting Company
THE
TED HEPBURN
COMPANY

Jan 1, 1980
Storer Broadcasting Company
has completed the sale of the assets of radio station
WSPD
Toledo, Ohio
to
WSPD Incorporated
THE
TED HEPBURN
COMPANY

Jan 9, 1980
Storer Broadcasting Company
and Multimedia, Inc.
have completed the exchange of radio stations
WBIR (AM/FM)
Knoxville, TN
to Storer from Multimedia
and WVEZ (FM)
Louisville, KY
to Multimedia from Storer
THE
TED HEPBURN
COMPANY

Jan 31, 1980
Raymar Communications, Inc.
has completed the sale of the assets of radio station
WMOH
Hamilton, Ohio
to
raKel Inc.
THE
TED HEPBURN
COMPANY

Feb 29, 1980
Storer Broadcasting Company
has completed the sale of the assets of radio station
WHN
New York, N.Y.
to
Mutual Broadcasting System, Inc.
THE
TED HEPBURN
COMPANY

April 8, 1980
METROPLEX COMMUNICATIONS
has completed the sale of the assets of radio station
KOAX
Dallas-Ft. Worth, TX
to
Westinghouse Broadcasting Company
THE
TED HEPBURN
COMPANY

July 1, 1980
Fairbanks Broadcasting Company
has completed the sale of the assets of radio station
WZZD
Philadelphia, PA
to
Communicom Corp. of America
THE
TED HEPBURN
COMPANY

Sep 30, 1980
Metroplex Communications
has completed the acquisition of the assets of radio station
WOKF (FM)
Now WCKX-96KX
Clearwater/St. Petersburg, Fla.
from
BENI of Florida
THE
TED HEPBURN
COMPANY

October 8, 1980
SARKES TARZIAN, INC.
has acquired the assets of television station
KTVN
Reno, Nevada
from
Washoe Empire
THE
TED HEPBURN
COMPANY

Oct 20, 1980
Billboard Publications, Inc.
WLAC-AM and WKQB-FM
Nashville, Tennessee
to
Sudbrink Broadcasting
THE
TED HEPBURN
COMPANY

Closings are our specialty!

For Professional assistance in the sale of your Cable System, Radio or TV Station, call Ted or Todd Hepburn—today!

THE
TED HEPBURN
COMPANY

P. O. Box 42401, Cincinnati, Ohio 45242
Telephone (513) 791-8730

MEDIA MONITOR

Advertisement

TV Must Do a Better Job of Correcting Errors

By Reed Irvine
and
Cliff Kincaid

Many weeks ago ABC made the headlines when it announced that it had agreed to give Kaiser Aluminum and Chemical Corporation four minutes of air time to correct what Kaiser said were erroneous statements made about one of its products on the air. It was stipulated that ABC would not edit Kaiser Aluminum's statement.

This caused something of a sensation in the broadcasting industry. Never before had a critic of a network program been given the opportunity to make an unedited reply on the air. Spokesmen for the other networks grumbled. This was setting a dangerous precedent, it was said.

It's strange when you think about it. We have been accustomed to reading letters to the editor criticizing articles in our newspapers all our life. Sometimes those letters are edited, but most often they are published without change if they are well written and don't exceed the word limits set by the newspaper. Broadcasters claim that they are part of the press, just like newspapers and magazines. Many of them insist that the modest restraints imposed upon them in an effort to maintain some semblance of fairness should be lifted. They say that they should be just as free as newspapers to be unfair if they so desire. The experience of Kaiser Aluminum shows what's wrong with that.

ABC aired a program seen by millions of viewers that attacked aluminum electrical wiring as unsafe. Kaiser Aluminum believed the program to be inaccurate and damaging to one of its product lines. It demanded that it be permitted to reply on the air. Months passed before ABC agreed to do what Kaiser asked. Since that decision was announced, additional months passed without the Kaiser reply being aired. This is reported to be because of footdragging on the part of ABC. It has been revealed that ABC agreed to air the Kaiser reply only because the company was threatening to file a potentially costly lawsuit.

Any good newspaper would have agreed to run an unedited letter from Kaiser under similar circumstances. If the newspaper didn't want to allow as much space for the letter as Kaiser wanted, the company could have purchased all the space it wanted to make a fuller reply. All of this could have been arranged within days of the appearance of the story the company found objectionable. It is true that the newspaper would not *have* to print Kaiser's letter. The paper would not *have* to sell the advertising space. But refusal by a paper to do either would be exceptional.

If the broadcasters want to be treated like the newspapers, they must do a better job of providing for the right of reply and the correction of errors. Even Kaiser Aluminum has found it difficult to get fair treatment from ABC. It is little wonder that the ordinary viewer feels that there is little chance that anyone will pay attention to his complaint. What he needs is a friend within the network who knows what buttons to push and who will deal with him not as an enemy or a nuisance, but as a valued customer. It is time for the networks to leave the stonewall age and make room in their structure for an ombudsman , a specialist who will really do something about viewer complaints.

MEDIA MONITOR is a 3-minute radio commentary distributed free as a public service by Accuracy in Media. Five programs are provided each week on tape. AIM also distributes a weekly newspaper column, publishes the AIM Report twice a month, and provides speakers and guests for radio and TV talk shows. For a free sample tape of Media Monitor or for information about any AIM service call Bernie Yoh, (202) 783-4406, or write to 777 14th St., N.W., Washington, D.C. 20005.

lege, Pa.

Shore Broadcasting bought WPAP-FM Panama City, Fla., from Deltona Co. for $1,050,000. Shore also bought WTAN(AM) Clearwater, Fla., for $575,000.

Burbach Broadcasting, owned by Robert Burstein and John Laubach, purchased WXIL(FM) Parkersburg, W.Va., from Electrocom Inc. for $1 million. The buyers also own WESA-AM-FM Charleroi and WWGO(AM)-WCCK(FM) Erie, both Pennsylvania.

KGRI-AM-FM Henderson and KSPL-AM-FM Diboll, both Texas, were sold by William Walling to Lynda M. Ruby and family for $1 million.

The biggest AM-FM combination deal of 1980 was the sale of WLAC(AM)-WKBQ(FM) Nashville by Billboard Publications Inc. to Sudbrink Broadcasting for $5.3 million. The Sudbrink portfolio now consists of four AM's and three FM's.

WHYN-AM-FM Springfield, Mass., was sold by Guy Gannett Publishing Co. to Affiliated Publications Inc. for $5.1 million. Affiliated is the publicly traded publisher of the *Boston Globe* and owns KRAK(AM)-KEWT(FM) Sacramento, Calif.; KMPS-AM-FM Seattle; WFAS(AM)-WWYD(FM) White Plains, N.Y., and WSAI-AM-FM Cincinnati.

KMAC(AM)-KISS(FM) San Antonio, Tex., was bought by Capitol Broadcasting Inc. from the Walmac Co. for $4.65 million. Capitol is a Raleigh, N.C.-based group owner of one AM, two FM's and one TV with publishing interests as well.

KMEO-AM-FM Phoenix was sold to Scripps-Howard Broadcasting by B&D Broadcasting Inc. for $4 million. Scripps also purchased WITH-AM-FM Baltimore for $3.9 million and spun off the AM to Broadcast Enterprises National, owned principally by Ragan Henry, for $750,000.

Robert Duffy, president of the Christal Co., a New York-based radio representative, was the principal of a group that purchased KPAM-AM-FM Portland, Ore., from Romito Corp. for $3.5 million.

Country singer Charlie Pride and Jim Long purchased KEYN-AM-FM Wichita Kan., from Mr. D's Radio Inc. for $3.5 million.

Davis & Weaver Broadcasting acquired, from separate sellers, KARM(AM)—owned by Lincoln Dellar and his wife Sylvia—and KFIG(FM) Fresno, Calif.—Kadota Wireless Co., seller—for $1.5 million each. Buyer also owns KWIZ-AM-FM Santa Ana and KLOK(AM) San Jose, both California.

KQXE(AM)-KIOG(FM) Mesa, Ariz., was sold by Al Rau (receiver) to Western Cities Broadcasting Inc. for $2.5 million. Western is a group owner of three AM's and four FM's, based in Las Vegas.

WMRN-AM-FM Marion, Ohio, was sold by Marion Broadcasting Co. to Sandance Corp. for $2 million. Sandance is owned principally by Robert C. Kanuth Jr.

WNDR(AM)-WNTQ(FM) Syracuse, N.Y., was bought by WN Broadcasting Inc. from Wechsler Coffee Corp. for $1.8 million. WN is owned by Ralph C. Guild and the employe-owned radio representative firm of which Guild is president, McGavren-Guild. Guild is also the principal owner of KFAC-AM-FM Los Angeles.

WCXL(AM) Peoria-WZRO(FM) Pekin, both Illinois, were sold by Peoria Valley Broadcasting to Louisiana Television Broadcasting Corp. for $1.75 million. The buyer is owned by Charles P. Manship and family who also own WJBO(AM)-WBRZ(TV) Baton Rouge and KRGV-AM-TV Weslaco, Tex.

Michael M. Rea sold WKBO(AM) Harrisburg-WRHY(FM) Starview, both Pennsylvania, to J. Albert Dame for $1.7 million. Dame was general manager and 25% owner of the stations before the purchase.

KKLS(AM)-KKHJ(FM) Rapid City, S.D., was sold by Robert Ingstad to G. David Gentling for $1.5 million. Gentling owns three other AM-FM combinations.

WKXL-AM-FM Concord, N.H., was sold by Frank Estes to seven station employes for $1.5 million. Estes also owns 80% of WKXR-AM-FM Exeter, Pa.

KGAM(AM)-KGFM(FM) Bakersfield, Calif., was sold by Raymond O. Thompson (principal) to Kern Broadcasting Corp., owned by Cleveland Outdoor Advertising, which also purchased KAGO-AM-FM Klamath Falls, Ore., for $1.1 million.

KSMA-AM-FM Santa Maria, Calif., was purchased by John Bayliss, former president of Gannett Co.'s broadcast group, for $1.4 million from James Hagerman and Nona M. Groom.

WWWQ(AM)-WPFM(FM) Panama City, Fla., was sold by William G. Brown and Clifton G. Moor—owners of WTIF(AM) Tifton, Ga.—to Media South Inc. for $1.2 million.

KTAN(AM)-KTAZ(FM) Sierra Vista, Ariz., was sold by Behan Broadcasting to media broker Edwin Richter and others for $1.2 million.

Pappas Electronics, owned by Mike Pappas, sold KGEN(AM) Tulare, Calif., to Henry Walls and Barney Sharp for $700,000. Pappas sold that station's companion FM, KBOS Tulare, to John T. McCarthy, owner of KMAK(AM) Fresno, Calif., for $1.1 million.

Butler Communications acquired WHLD-AM-FM Niagara Falls, N.Y., from Hilda C. Hull for $1,036,000.

WDEN-AM-FM Macon, Ga., was sold by the estate of J. Martin Elliott to Thom E. Smith and a group of businessmen from Montgomery and Birmingham, both Alabama, for $1,026,500.

Ross Beach and Robert Schmidt purchased KVOP(AM)-KATX(FM) Plainview, Tex., from Plainview Broadcasting Co. for $1 million. Beach and Schmidt also own KAYS-AM-TV Hays, and KLOE-AM-TV Goodland, both Kansas; KFEQ(AM) St. Joseph, Mo., and KCOW(AM) Alliance, Neb., they also own cable systems in Norton and Oberlon, both Kansas.

KWKC(AM)-KORQ(FM) Abilene, Tex., was sold by Frontier Broadcasting Inc. to Adams-Shelton Communications for $1 million.

KTIM-AM-FM San Rafael, Calif., was bought by Platt Communications Inc. from Jack Kraemer and Wishard A. Brown—owners of KSPO(AM) Spokane, Wash.—for $1 million.

KBRT(AM) Avalon (Los Angeles), Calif., was sold by Bonneville International to Donald Crawford, owner of KPBC(AM) Dallas; WYCA(FM) Hammond, Ind.; WDJC(FM) Birmingham, Ala., and WDCX(FM) Buffalo, N.Y., for $4.5 million.

Kenneth E. Palmer, owner of WWDJ(AM) Hackensack, N.J., bought WZZD(AM) Philadelphia from Richard Fairbanks for $4,025,000.

Metroplex Communications, which sold KOAX(FM) Dallas to Westinghouse Broadcasting Co. for $7 million, kicked in another $1 million and bought three radio properties on the East Coast: WPIK(AM) Alexandria-WXRA(FM) Woodbridge, both Virginia, from Carl L. Lindberg for $4 million, and WCKX(FM) (formerly WOKF) Clearwater, Fla., from Broadcast Enterprises National (Ragan Henry, president) for an additional $4 million. Metroplex is owned by Norman Wain and Robert Weiss.

KUJ(AM) Walla Walla, Wash., was acquired by Patrick Prout from James C. Nelly for $1.7 million.

WCHL(AM) Chapel Hill, N.C., was purchased by James A. Heavner from Roland P. McClamrock for $1.3 million. Heavner owns 62.7% of WKQQ(FM) Lexington, Ky., and 47.14% of WDBS(FM) Durham, N.C.

Harold G. Fulmer III bought WSAN(AM) Allentown, Pa., from Lehigh Valley Broadcasting Co. for $1.5 million.

WTOW(AM) Towson, Md., WZIP(AM) Cincinnati and WGOR(AM) Toledo, Ohio, were sold by Gore Broadcasting Inc. to a group controlled by Terry Jacobs for $1.5 million. Jacobs owns 10% of KFEL(AM) Pueblo, Colo., and KKIM(AM) Albuquerque, N.M., and owns a cable system in Inglewood, Calif.

Strauss Broadcasting, owned by Robert Strauss, President Carter's former campaign manager, and family, sold KCEE(AM) Tucson, Ariz., to 790 Inc. for $1.4 million.

KXA(AM) Seattle was purchased by O'Day Broadcasting from Rune F. Goranson and Brent Larson for $1.14 million. O'Day also owns KORL(AM) Honolulu.

KLAR(AM) Laredo, Tex., was sold by John H. Hicks and others to Hicks's sons, R. Steven and Thomas, for $1.1 million. Hicks brothers also bought KDDC(FM) Denton, Tex. (see above).

Salem Media of Oklahoma bought KAKC(AM) Tulsa, Okla., from Mark/Way Inc. for $1.1 million.

KIOE(AM) Honolulu was sold by Everett James and family to a company owned principally by Franklin Fried for $1.1 million.

MEDIA BROKERS • APPRAISERS
CELEBRATING OVER
25 YEARS
OF SERVICE TO THE INDUSTRY
RICHARD A.
SHAHEEN, INC.
435 NORTH MICHIGAN AVE. • CHICAGO 60611
312/467 • 0040

Buying or selling?
One call does it all.
For prompt service, contact:
■ Keith Horton ■ Dick Kozacko ■ Keith Horton, Jr.
P.O. Box 948, Elmira, New York 14902 (607) 733-7138
or
■ Bob Kimel, 8 Driscoll Drive, St. Albans, Vermont (802) 524-5963
Keith W. Horton Company, Inc.
Brokers and Consultants to the Communications Industry

Ratings Roundup

The new year's first weekly prime-time average, Dec. 29-Jan. 4, brought good news to both CBS-TV and NBC-TV. CBS, with a 19.7 rating and 31 share, continued in first place; NBC, winning Monday through Thursday, came out of the basement with an 18.6/30 for a solid second. ABC-TV, with mid-20's shares every night but Saturday, slipped to a 16.4/25.9.

Pivotal in the CBS victory was the network's Friday line-up of *Incredible Hulk* (19.3/30), *Dukes of Hazzard* (29.0/47) and *Dallas* (36.1/59) for a nightly average of 28.1/45. If not for that night, first place would have gone to NBC, whose ineffective Friday counterprograming—*Marie* (14.5/23), *Number 96* (10.9/18), both canceled and *Run America* special (5.4/9)—took its toll on the weekly average.

Elsewhere, however, NBC generally earned good numbers. Highlights included Wednesday night's Orange Bowl, which ran through prime time to 11:36 p.m., and earned a 24.1/38. Two repeat movies, introductions to new NBC series, also scored well, with a 22.7/35 for *Flamingo Road* and a 23.3/34 for *Harper Valley PTA*.

ABC's performance as a whole was lackluster, among the only strong points being Saturday's *Love Boat* (26.5/42) and *Fantasy Island* (23.5/40), which pulled out the night despite a poor score for the opener, *Breaking Away* (12.8/20), which has been canceled.

The First 20

Rank/Program		Network	Rating/ Share
1	*NFL Playoff Game: Dallas vs. Atlanta* (14-minute runover)	CBS	41.4/62
2	*Dallas*	CBS	36.1/59
3	*NFL Playoff Postgame* (runover)	CBS	36.1/55
4	*60 Minutes*	CBS	33.7/48
5	*Dukes of Hazzard*	CBS	29.0/47
6	*Love Boat*	ABC	26.5/42
7	*M*A*S*H*	CBS	24.8/37
8	*Archie Bunker's Place*	CBS	24.7/34
9	*Orange Bowl Game*	NBC	24.1/38
10	*Fantasy Island*	ABC	23.5/40
11	*Harper Valley PTA* (pilot)	NBC	23.3/34
12	*One Day at a Time*	CBS	22.9/32
13	*Alice*	CBS	22.9/31
14	*Flamingo Road* (pilot)	NBC	22.7/35
15	*WKRP in Cincinnati*	CBS	22.3/36
16	*House Calls*	CBS	22.2/34
17	"The Boys in Company C" (movie)	NBC	22.0/35
18	*The Jeffersons*	CBS	21.8/31
19	*CHiPs*	NBC	21.7/30
20	*Knots Landing*	CBS	21.5/32

The Final Five

62	*The Secrets of Midland Heights*	CBS	11.2/18
63	*Number 96*	NBC	10.9/18
64	*ABC News Closeup: Matter of Survival*	ABC	10.5/17
65	*CBS Reports: Embassy*	CBS	9.0/15
66	*Run America* (special)	NBC	5.4/9

PlayBack

It's the real thing. Pasadena-based Real Radio Co. is set to launch new syndicated country-western format in nine Arbitron-rated markets on Feb. 1. President John Price reports air personality lineup that includes Don Henson, Gene Price and Harry Newman, all with KLAC-AM, Los Angeles, and former KHJ-AM announcer Bob Shannon. Real Radio is offering daily voice tracks with localization, one-liners, time and temperature checks. Music reels include current hits, recurrents, oldies and speciality libraries. Format service will provide stations with up to 24-hours of music/personality programing.

□

Hat tip to Autry. Six-hour *Gene Autry Special*, which premiered Dec. 17 over cowboy-turned-broadcaster's own KMPC-AM in Los Angeles, is now being syndicated by Autry-owned Golden West Broadcasters. Tribute was produced by KMPC sportscaster Scott St. James and includes many of Autry's recordings, reminiscences and interviews with numerous celebrities and sports figures. Golden West owns eight radio properties in four states.

□

Network plus syndicator. Mutual Broadcasting System will begin airing *Forbes Magazine Report* daily, four-and-a-half minute financial news program as of Jan. 26. Radio Works, Hollywood, Calif., produces program, which is represented by Doyle Dane Bernbach.

□

Like father, like daughter and son. President-elect Ronald Reagan's older daughter, Maureen, has returned to the airwaves as weekend talk show host over KABC-AM Los Angeles. Three-hour interview/call-in program is not her first; she had similar program on same station several years ago. Meanwhile, Michael Reagan, President-elect's older son, is taking over his father's syndicated radio commentary soon. Michael Reagan, Los Angeles-area businessman, told *Los Angeles Times* he may use program (offered by O'Connor Creative Services) as possible stepping stone for political career.

□

Capital idea. Jameson Broadcast Inc., radio marketer and syndicator whose programs include "The Mother Earth News Radio Network," has opened office in nation's capital. Address is 2311 Connecticut Avenue, N.W., Washington.

New Orleans has Good Vibrations
(ON COSMOS BROADCASTING'S NBC AFFILIATE WDSU-TV)

15 THEATRICAL HITS FOR THE 80's.
Titles include "Goodbye Franklin High," "Starhops," "Malibu Beach," and "The Van."

GOLD KEY ENTERTAINMENT
A Division of The Vidtronics Company, Inc.

159 W. 53RD ST., NEW YORK, N.Y. 10019 (212) 486-9116
6922 HOLLYWOOD BLVD., LOS ANGELES, CA 90028 (213) 856-8200

granted mod. of CP to change TL to 1.2 miles NNE of intersection of Highways US 90 and I-75, Lake City; conditions (BMP-800922AS). Action Dec. 15, 1980.

■ KBJT(AM) Fordyce, Ark.—Broadcast Bureau granted CP to make changes in ant. system; change TL to 1.35 mile SW of Court House, Fordyce, Ark.; change studio and remote control location to 303 Spring St., Fordyce (BP-800326AP). Action Dec. 15, 1980.

■ WOPP(AM) Opp, Ala.—Broadcast Bureau granted mod. of CP to make changes in ant. system; conditions (BP-800911AJ). Action Dec. 15, 1980.

■ WOKT(AM) Newport News, Va.—Broadcast Bureau granted CP to add nighttime operation with 1 kw DA-N; change hours of operation to unlimited; change coordinates; conditions (BP-20, 403). Action Nov. 18, 1980.

■ KPEL(AM) Lafayette, La.—Broadcast Bureau granted CP to change TL to Dugas and Guilbeau Roads, near Lafayette, La.; and make changes in ant. system; conditions (BP-800206AC). Action Dec. 15, 1980.

■ *WAHS(FM) Auburn Heights, Mich.—Broadcast Bureau granted CP to increase ERP 1 kw (H&V), ant. height 140 ft. (H&V); conditions (BPED-791226BW). Action Dec. 15, 1980.

■ Ponca City, Okla.—Broadcast Bureau, in response to petition by Music Sound Radio Inc. proposed assigning 100.1 mhz to Ponca City as its third FM assignment, comments due Feb. 10, replies March 2 (BC Docket No. 80-764). Action Dec. 12.

Facilities Changes

FM actions

■ *WJCT-FM Jacksonville, Fla.—Granted CP to make changes in ant. sys.; change TL 400 ft. N of Hogan County Road and Old County Road Intersection, Jacksonville; change type ant. and TPO (BPED-800610AG). Action Dec. 10.

■ *WCYC(FM) Chicago—Returned application for CP to increase power of noncommercial educational Class D FM station as unacceptable for filing (ARN-791231BC). Action Dec. 10.

■ *WCRP(FM) Guayama, P.R.—Granted mod of CP to make changes in ant. sys.; change TL to 2 miles SE of Cerro La Santo, 2.3 miles SW of La Plaza, near La Plaza, P.R.; decrease ERP to 27 kw, increase ant. height 1,890 ft. and change TPO (BMPED-800630AI). Action Dec. 11.

Translators

VHF applications

■ Redstone, Colo.—Roaring Fork TV Association requests CP for new VHF TV translator station on ch. 7 (TPO: 10 w, HAAT: 35 ft.) to rebroadcast indirectly KRMA-TV Denver, Colo. Ann. Dec. 23.

■ Bozeman, Mont.—Harriscope Broadcasting Corp. requests CP for new VHF TV translator station on ch. 9 (TPO: 1 w, HAAT: 25 ft.) to rebroadcast indirectly KULR-TV Billings, Mont. Ann. Dec. 23.

Satellites

Applications

■ Vern's TV and Radio Inc. for Limon, Colo. (4.6m; S-A; E2791).

■ Hi-Net Communications Inc. for Jones, Miss. (5m; AFC; E2795).

■ Hi-Net Communications Inc. for North Miami, Fla. (5.6m; Gardiner Comm.; E2796).

■ Hi-Net Communications Inc. for San Jose, Calif. (5m; AFC; E2797).

■ Hi-Net Communications Inc. for New Orleans (5m; AFC; E2798).

■ Hi-Net Communications Inc. for Denver (4.6m; S-A; E2799).

■ Hi-Net Communications Inc. for Fort Myers, Fla. (5.6m; Gardiner Comm.; E2800).

Grants

■ Western Union for Bren Mar, Va. (E2445).

■ ITT Telecommunications Corp. for Raleigh, N.C. (E2507).

■ Spanish International for Little Falls, N.J. (E2548).

■ Storer Broadcasting Co. for Springfield, Va. (E2564).

■ Coleville TV Cable Co. for Chewalah, Wash. (E2658).

■ Teleprompter Corp. for Duluth, Minn. (E2668).

■ Video Vision Inc. for Lancaster, S.C. (E2669).

■ Television Enterprises Inc. for Eden, Tex. (E2674).

■ TV Transmission Inc. for David City, Neb.

■ Cablevision of Lincoln County, for Alto, N.M. (MN0056) new system.

■ Cablevision, for Mescalero Apache, N.M. (MN0056) new system.

■ Miami County Communications Inc., for Tipp and Monroe, both Ohio (OH0832-3) new system.

■ The Communications Group Oregon Ltd., Gresham, Ore. (OR0240) new system.

■ Grenada Video Inc., for Grenada, Miss. (MS0032) add signal.

■ Cablevision of Lincoln county Co., for Captain, N.M. (MN0055) new system.

■ Midcontinent Cable Systems Co., for Sharwin Estates, S.D. (SD0052) new system.

■ Global Cable TV Inc., for Lancaster, N.Y. (NY0730) add signals.

■ Padre Island Cable TV Inc., for Port Aransas District, Tex. (TX0723) new system.

■ Warner Amex Cable Communications of St. Louis Inc., for Brentwood and Olivette, both Missouri (MO0238-9) new systems.

■ Grenada Video Inc., for Grenada, Miss. (MS0106) add signal.

■ Willow TV Cable Co., for Willow Springs, Mo. (MO0051) new system.

■ Community Tele-Communications Inc. for South Coffeyville, Okla. (OK0209) new system.

■ Satellite Communications Services Inc. for Peabody, Kan. (KS0257) new system.

■ Blueridge Cable TV Inc. for Monroe, Pa. (PA1654) add signal.

■ Columbus TV Cable Corp. for New Hope, Miss. (MS0160) new system.

■ Blueridge Cable TV Inc. for Noxen, Pa. (PA1653) add signal.

■ Community Cable Services Inc. for Logan, Ohio (OH0027) add signal.

■ Southwestern Satellite Inc. for Harris, Tex. (TX0722) new system.

■ Coulee Cable TV for Nespelem and Elmer City, both Washington (WA0247,032) new system.

■ Huron Cablevision for Verona, Mich. (MI0462) new system.

■ Cablevision Lincoln County Co. for Ruidoso, Ruidoso Downs and Lincoln, all New Mexico (NM0018,32,1) add signal.

■ Marion Cablevision Inc. for Marion, Ill. (IL0424) new system.

■ Pendleton Community TV Systems for Umatilla Indian, Ore. (OR0237) new system.

■ Southeastern Cablevision for Trainer, Pa. (PA1710) add signal.

■ Peoples Cable Co. for Fairport, N.Y. (NY0887) new system.

Call Letters

Applications

Call	*Sought by*
	New AM
WANC	Aberdeen Broadcasters Inc., Aberdeen, N.C.
	New FM's
KAAT	California Sierra Corp., Oakhurst, Calif.
WNKJ	Pennyrile Christian Community Inc., Hopkinsville, Ky.
KHBQ	Canyon Broadcasting Co., Canyon, Tex.
	Existing AM's
WKZX	WAGM Presque Isle, Me.
KEWI	KGMO Cape Girardeau, Mo.
KDRM	KDQQ Albuquerque, N.M.
	Existing FM's
WQMF	WQHI Jeffersonville, Ind.
WFMI	WKDJ Winchester, Ky.
WOZI	WELF Presque Isle, Me.
KGMO	KGMO-FM Cape Girardeau, Mo.
WQDK	WRCS-FM Ahoskie, N.C.
WJYN	WKQB Nashville
	Existing TV's
WIHT	WRHT Ann Arbor, Mich.
WPBY-TV	WMUL-TV Huntington, W.Va.

Grants

Call	*Assigned to*
	New AM
KRRP	James G. Bethard, Coushatta, La.
	New FM's
KDKS	Benton Broadcasting Corp., Benton, La.
KPSM	Multi-Media Ministries Inc., Brownwood, Tex.
	New TV's
WPMI	Hess Broadcasting Corp., Mobile, Ala.
*KLPA	Louisiana Educational Television Authority, Alexandria, La.
	Existing AM's
WDLF	WKKX DeLand, Fla.
WXVQ	WETO DeLand, Fla.
	Existing FM's
WANJ	WTRF Wheeling, W.Va.

Summary of broadcasting

FCC tabulations as of Oct. 31, 1980

		Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM		4,567	3	2	4,572	118	4,690
Commercial FM		3,262	2	1	3,265	141	3,406
Educational FM		1,082	–	2	1,084	74	1,158
Total Radio		8,911	5	5	8,921	333	9,254
Commercial TV							
VHF		517	1	0	518	9	527
UHF	231						
Educational TV		–	–	231	90	321	
VHF							
UHF		100	1	4	105	7	112
Total TV		155	2	5	162	15	177
FM Translators		1,003	4	9	1,016	121	1,137
TV Translators		339	–	–	339	184	523
UHF							
VHF		2,567	–	–	2,567	259	2,826

*Special temporary authorization

**Includes off-air licenses

Reagan's Washington: Ins are back in again

INTV

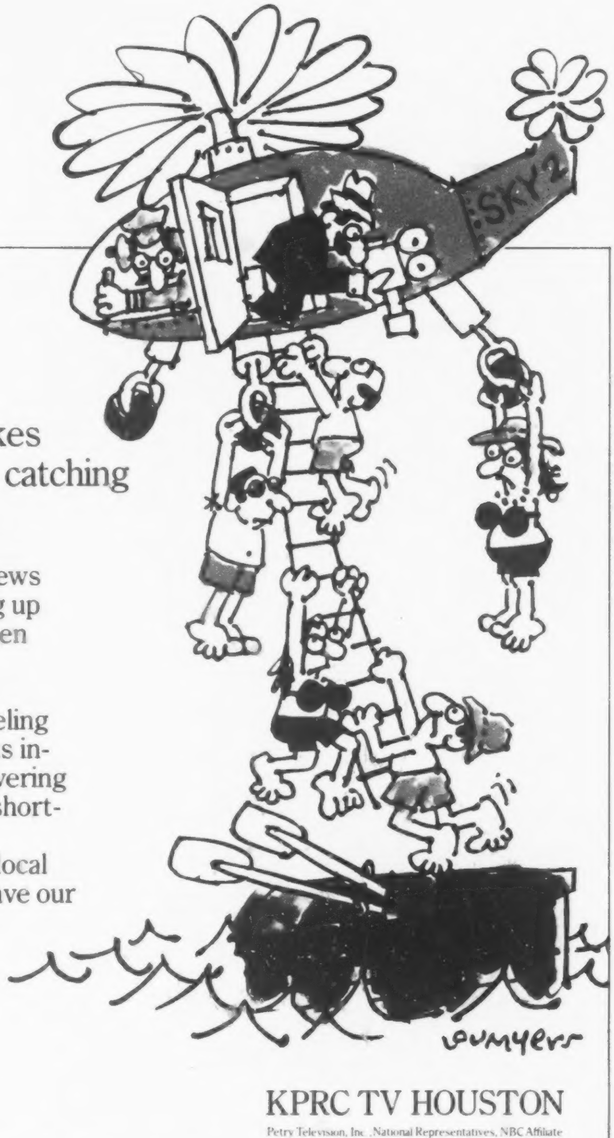
Taking the measure of the Ferris FCC

Broadcasting Jan 19

The News Magazine of the Fifth Estate □ Vol. 100 No. 3

Our 50th Year □ 1981

-1/16/81 C1750-1 U -



One feature that makes our news catching is catching news in the making.

With Houston's first TV news helicopter, we're snatching up news stories as they happen and bringing them to our viewers live.

And since we're traveling above crowded city streets instead of on them, we're covering more territory in a much shorter time.

So when it comes to local news, we never have to leave our viewers up in the air.

KPRC TV HOUSTON

Petry Television, Inc., National Representatives, NBC Affiliate

20014KENNEP2098 ZWZ APR/81
J P KENNEDY **SAMPLE
CIS
4520 EAST WEST HWY
SUITE 300
WASHINGTON DC 20014

The First 50 Years Of Broadcasting

1944

□

PAGE 111

Broadcasting Jan 19

The Week in Brief

TOP OF THE WEEK

ROBERT E. LEE WINS THIS ONE ☐ Dean of FCC commissioners expected to be named interim chairman. Fowler is in the lead for permanent post. **PAGE 31.**

FREER AT LAST ☐ Radio deregulation passed by FCC in package that removes multitude of requirements and guidelines. **PAGE 31.**

DREDGING IN HOUSTON ☐ Federal court there will try to bring up circumstances surrounding cable franchise grants in early 1979. **PAGE 34.**

CURTAIN TIME FOR REAGAN ☐ Media troops mass in Washington for tomorrow's inauguration extravaganza that really begins tonight. **PAGE 35.**

IN STARTING BLOCKS AGAIN ☐ Ever-entrepreneur Eller and Columbia Pictures near deal for media venture. **PAGE 36.**

EARLY ELECTION PROJECTIONS ☐ They are key factor in rash of bills in new Congress. **PAGE 36.**

FERRIS IN RETROSPECT ☐ Outgoing FCC chairman's marketplace approach—key to his regulatory philosophy—brought deregulation and provided entry for new technologies. Along way, Ferris's stance and conduct cost him dearly in support. **PAGE 37.**

SPECIAL REPORT

THE SPIRIT OF INDEPENDENTS ☐ INTV's annual convention is under way with lively agenda that includes look at Burke study on commercial recall, satellite visit by Reagan's FCC transition team and workshops on sales, programing and government issues. **PAGES 47-48.**

WALKING TALLER ☐ Within ranks of INTV, there's enthusiasm that's bolstered by happy financial data from FCC. **PAGE 50.** Along Madison Avenue, independents are acquiring parity with competitors, attracting more and more upscale clients. **PAGE 54.** Independents assess role of new technology in their operations. **PAGE 56.** Changing demographics have revamped programing. **PAGE 58.** How promotion adds luster to independents' risen star. **PAGE 66.**

LAW & REGULATION

A GAVEL FOR DINGELL ☐ Michigan Democrat expected to be named chairman of House Commerce Committee that may redesign its subcommittees. **PAGE 76.**

PROGRAMING

NBC CHARTS COURSE ☐ At gathering of TV critics and reporters in Los Angeles, network explains its next programing moves, offers optimistic analysis of its current third place in ratings, keeps reaffirming its faith in Silverman. **PAGE 90.**

BUSINESS

BULLISH ON CABLE ☐ That's feeling of Adams-Russell which plans $13-million commitment to build up CATV interests. **PAGE 100.**

MEDIA

REGEARING ☐ Liberals plan media access strategy in new environment at Mott-sponsored symposium. **PAGE 102.**

1944

THE 'BROADCASTING' YEARS ☐ Congress and the FCC continued to spar even though the principal antagonists, commission Chairman Fly and Representative Cox left the ring. Early in 1944, newspaper owners won their battle for their right to be broadcast owners. And radio wrote more brilliant chapters in the presidential election, on the beaches of Normandy and at every other place that wartime America needed its services. **PAGE 111.**

PROFILE

CROSSOVER—AND UP ☐ Ex-newsman Bob Mulholland felt left out as he watched NBC News call Ronald Reagan's victory last November. It was one price Mulholland had to pay for his successful transition to the corporate side and the presidency of the NBC Television Network. **PAGE 137.**

Bottom Line 101
Business Briefly 8
Changing Hands 106
Closed Circuit 7
Datebook 18
Editorials 138
Fates & Fortunes 131
For the Record 116
In Sync 99
Intermedia 108
Monday Memo 16
Monitor 94
Open Mike 27
Playback 96
Stock Index 135
Washington Watch 86

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50)

Index to advertisers ■ ABT Computer Graphics 97 ☐ Accuracy in Media 78 ☐ American Chiropractic Association 99 ☐ American Image Productions 90 ☐ Associated Press 19 ☐ Back to God 26 ☐ Blackburn & Co. 106 ☐ Blair Television 92-93 ☐ Bogner 95 ☐ Broadcast Personnel 131 ☐ Continental Electronics 90 ☐ Employers Reinsurance Corp. 103 ☐ Enterprise Radio 24-25 ☐ Fetzer Stations 110 ☐ Filmways 12-13 ☐ Norman Fischer & Assocs. 62 ☐ Group W Productions 84-85 ☐ Harris 105 ☐ Hayes Broadcasting 104 ☐ KCRA-TV 82 ☐ KHJ-TV 9 ☐ KMSP-TV 100-101 ☐ KPRC-TV front cover ☐ Katz 43 ☐ Lexington Broadcast Service 4, 28-29 ☐ MCA-TV 6, 52-53 ☐ MGM-TV inside front cover/pages 3, 44-45 ☐ Magnetic Video 68-69 ☐ Bart McLendon Broadcasting 86 ☐ Metro Weather 58 ☐ Metromedia Producers Corp. 11, 63 ☐ Metromedia Television Stations 22 ☐ Mobil 136 ☐ More Music 94 ☐ George Moore 18 ☐ Oak Communications 77 ☐ Rose Poster Printing 76 ☐ SFM 51 ☐ Scripps Howard Foundation 98 ☐ Seltel 39-41, 87, 89 ☐ Howard Start 56 ☐ Joe Sullivan 54 ☐ Syncom 62 ☐ Syndicast 91 ☐ TM Special Projects 66 ☐ Tandem 70-73 ☐ J. Walter Thompson Syndication 46 ☐ Edwin Tornberg 116 ☐ Trident Television Associates 8, 10, 23, 27, 83, 88 ☐ United Artists Television 79-81 ☐ Viacom 49, 60-61 ☐ WAGA-TV inside back cover ☐ WCCO-TV 20-21 ☐ WCVB-TV 30 ☐ WGN-TV 75 ☐ WOR-TV 67 ☐ WPIX-TV back cover ☐ Warburg Paribas Becker 74, 107 ☐ Warner Brothers Television 17 ☐ Western Union 64-65 ☐ Westwood One 14-15 ☐ Worldvision 55, 57, 59 ☐

NBC News's *Today* show beginning Jan. 27. NBC News President William Small indicated he intends to keep host Tom Brokaw on the program when Brokaw's contract comes up for renewal this spring.

■ Small said NBC's plans to introduce a half-hour news program during the daytime schedule have been put on hold due to the network's poor daytime ratings. Small said the disastrous performance of last year's *David Letterman Show* cost the network many affiliates in that time period and NBC believes it is unwise to introduce a new program now (a news show had been slated for August of this year).

■ Small conceded the coming retirement of Walter Cronkite as CBS's top anchorman represents "an important change" affecting network news audiences, suggesting they may be tempted to "taste the product" offered by NBC and ABC. Small indicated, however, he does "not expect a dramatic drop in CBS's ratings" after Cronkite's departure.

■ Tartikoff said NBC, in anticipation of a possible strike by Hollywood writers, directors or both this spring, is ordering series scripts for all of next season on some of its shows and may begin production on them as soon as episodes for next fall are completed, rather than after June 1 (the target date for such a strike).

■ NBC's executive sports producer, Don Ohlmeyer, in a separate session, said pay TV and pay cable are threats to the future of sports broadcasting and should be considered as such by the audience. "When the day comes that you can't turn your set on Sundays and watch football without paying $5 for the game," Ohlmeyer told the television press, "that's a threat."

Monitor

First for year. ABC's *Good Morning America* claims early-morning victory for 1980 with yearly average of 5.2 rating and 29 share compared to NBC's *Today* with 4.9/27—said to be first year *Today* has fallen from dominance since it was launched in January 1952.

□

New partners. Ralph Edwards, known best for game and panel shows, has signed production and development deal with Columbia Pictures Television. In another arrangement (nonexclusive), Filmation will be drawing from CPT library of films and TV programs to produce animated shows that CPT will distribute. Elsewhere, Stigwood-Yellen Productions has been formed pairing Robert Stigwood, chairman of Stigwood Group, with Linda Yellen, executive producer of CBS-TV's controversial *Playing for Time*. Two-year pact covers movies and TV.

□

Mobil mini-series. Negotiations are said to be under way for additional properties, but already on Mobil's 1981-82 television schedule are six mini-series. Five go to Public Broadcasting Service: *Love in a Cold Climate, Drake's Venture, A Town Called Alice, Reilly* and *The Search for Alexander the Great*. Syndicated Mobil Showcase Network on commercial television will feature *Winston Churchill: The Wilderness Years*.

□

Play. "The Elephant Man," will air next season as first of *ABC Theater on Broadway* specials. Network is working with Marble Arch Productions. TV performance will include Philip Anglim and Kevin Conway from original Broadway cast.

□

Public 'Playhouse.' Major new drama series is planned for public television in 1981-82 by four-station consortium of KCET-TV Los Angeles, South Carolina Educational Television Network, WGBH-TV Boston and WNET(TV) New York. Called *Playhouse*, series will be of varying lengths and will be funded by grants from Corporation for Public Broadcasting, private sources and stations not affiliated with consortium. Initial $2 million is being made available by CPB for dramatic program production by stations and independent producers, and programs receiving these grants could be broadcast on *Playhouse* in 1981-82 season. Additional $2.5 million CPB grant is contingent on consortium's ability to raise $4 million in additional funding from public TV stations. If challenge is met, total of $8.5 million will be available to support dramatic production in 1981-82.

Ratings Roundup

Score another for CBS-TV. With winning averages on Monday, Thursday, Friday and Sunday, CBS took prime time for the week ended Jan. 11. Its 20.5 rating and 31 share easily outdistanced both NBC-TV and ABC-TV, which earned an 18.4/28 and 18.3/26, respectively. At NBC, the inching into second place gave reason for cheer—it was ABC's second week in a row in the basement.

With its "Phase III" schedule filtering in (BROADCASTING, Jan. 5), NBC showed strength on Tuesday. ***Lobo*** scored a 20.6/30 and a two-hour ***Flamingo Road*** episode brought a 20.5/31. An expanded hour of the new ***Sanford***, however, ran a poor third (14.6/23) as the network's opener on Friday. On Sunday, a 96-minute NFL playoff runover proved a strong ratings bonus, earning a 30.9/45.

Of the week's eight prime-time movies, none reached a 30 share. The best performance was a rerun of "Oh God" (19.3/28) on NBC and the worst, ABC's ***Topper*** rerun (13.8/22), competing against CBS's powerhouses: ***Dukes of Hazzard*** (29.8/46) and ***Dallas*** (33.9/56). On Sunday, ABC's rerun of "High Plains Drifter" with Clint Eastwood drew an 18.3/27 and NBC's first TV run of "Magic" scored a 16.4/26.

The First 20

1.	*Dallas*	CBS	33.9/56
2.	*NFL Playoff Game* (runover)	NBC	30.9/45
3.	*Dukes of Hazzard*	CBS	29.8/46
4.	*The Jeffersons*	CBS	27.3/39
5.	*M*A*S*H*	CBS	27.3/38
6.	*Love Boat*	ABC	25.9/42
7.	*60 Minutes*	CBS	25.2/36
8.	*Alice*	CBS	25.2/35
9.	*Little House on the Prairie*	NBC	24.8/34
10.	*Trapper John M.D.*	CBS	24.6/38
11.	*One Day at a Time*	CBS	24.6/34
12.	*Fantasy Island*	ABC	24.4/43
13.	*House Calls*	CBS	23.9/34
14.	*Three's Company*	ABC	22.7/32
15.	*Diff'rent Strokes*	NBC	22.4/33
16.	*Lou Grant*	CBS	21.9/33
17.	*Too Close for Comfort*	ABC	21.1/31
18.	*Lobo*	NBC	20.6/30
	Real People	NBC	20.6/30
20.	*Archie Bunker's Place*	CBS	20.6/29
	Laverne & Shirley	ABC	20.6/29

The Final Five

64.	*Breaking Away*	ABC	12.3/20
65.	*Freebie and the Bean*	CBS	11.3/18
66.	*Momma the Detective* (special)	NBC	11.2/17
67.	*Secrets of Midland Heights*	CBS	10.4/18
68.	*NBC Magazine*	NBC	8.0/13

LOS ANGELES (213) 681-0144

More Music Programming

QUALITY AUTOMATED RADIO FORMATS

SINCE 1974

Seller is owned by John Rutledge (80%) and Chuck LeGette (20%). They also own WINN(AM) Louisville. Wood owns WEBN(FM) Cincinnati of which younger Wood is president and general manager. Action Dec. 24, 1980.

■ KCTO-AM-FM Columbia, La. (AM: 1540 khz, 1 kw-D; FM: 103.1 mhz)—Granted transfer of control of stations from Ernest R. Sandidge (80% before; none after) to Tom D. Gay (20% before; 100% after). Consideration: $100,000. Seller: Sandidge also owns 80% of KLPL-AM-FM Lake Providence, La. Buyer: Gay is general manager and 20% owner of KCTO-AM-FM. He is also general manager and 20% owner of KLPL-AM-FM. Action Dec. 24, 1980.

■ KBEW(AM) Blue Earth, Minn. (AM: 1560 khz, 1 kw-D)—Granted assignment of license from Faribault County Broadcasting Co. to Minnesota-Iowa Radio Inc. for $750,000. Seller is owned principally by Paul C. Hedberg who is also principal owner of KEEZ(FM) Mankato, KQAD-AM-FM Luverne and KMRS(AM)-KKOK(FM) Morris, all Minnesota, as well as cable system in Blue Earth. Buyer is owned principally by Jerry Papenfuss who also owns KAGE-AM-FM Winona and KBRF-AM-FM Fergus Falls, both Minnesota. Action Dec. 31, 1980.

■ KSRD(FM) Seward, Neb. (FM: 96.9 mhz, 100 kw)—Granted assignment of license from Tricounty Broadcasting to KSRD Radio Co. for $530,000. Seller: Frank R. Newell (61.67%), wife Dianne (5%) and Richard E. Witkovski (33.33%). They have no other broadcast interests. Buyer: Herman Lee Reavis, Vinny R. Wheeler and sons Stephen, Leonard, and Clark (20% each). Reavis is executive vice president AM operations for Mel Wheeler Inc., licensee of WSLC(AM)-WSLQ(FM) Roanoke, Va., and KDNT(AM)-KDDC(FM) Denton, Tex., last having been sold (BROADCASTING, July 21, 1980). Vinny Wheeler is wife of Mel Wheeler and secretary/treasurer of his radio operations. Stephen, Leonard and Clark, sons of Mel Wheeler, each have 10% interest in father's radio properties. Stephen is producer for KCST-TV San Diego; Loenard is assistant manager of KITT(FM) San Diego, which Mel Wheeler has 50% interest in and which has been sold subject to FCC approval (BROADCASTING, July 14, 1980). Clark is station manager of KDNT-KDDC. Action Dec. 24, 1980.

■ WYNC(AM) Yanceyville, N.C. (AM: 1540 khz, 1 kw-D)—Granted assignment of license from WMC Broadcasters Inc. to Caswell County Associates for $60,000. Seller: Charles A. Womack Jr., Harold D. McCain and Samuel F. Cooper (one-third each). Cooper will retain 10% interest in station after completion of sale. They have no other broadcast interests. Buyer: Robert E. Johnson and Leo T. Martin (45% each) and Samuel F. Cooper (10%). Johnson is president and 20% owner of WYAK-AM-FM Surfside Beach-Garden City, S.C. Martin is 50% owner of H&R Block Co. franchise chain (eight locations in South Carolina). Action Dec. 15, 1980.

■ KRRO(AM) Ardmore, Okla. (FM: 92.1 mhz, 3 kw)—Granted assignment of license from J.W. Braver to Pro Media Inc. for $300,000. Seller: Braver has no other broadcast interests. Buyer: Richard L. Moore (51%) and Robert D. Hanna (49%). Moore, Midland, Tex.-based, has various oil and gas interests throughout state. Hanna is Dallas-based media broker. He owns 20% of KERV(AM)-KPFM(FM) Kerville, Tex. He is 33% owner of Black Cat Broadcasting which has purchased KROX(AM) Crookston, Minn. (BROADCASTING, July 14, 1980). He is also 27% owner of applicant for new FM in Crookston. Moore has no other broadcast interests. Action Dec. 24, 1980.

■ KLYX(AM) Sioux Falls, S.D. (AM: 1520 khz, 500 w-D)—Granted assignment of license from Sodak Broadcasting Inc. to MRI limited partnership for $175,000 (long term) or $135,000 cash at closing. Seller: Neil Clarke (80%) and Dennis A. Mathis (20%). They have sold, subject to FCC approval, KLYX-FM Sioux Falls. Buyer: Mid-America Radio Inc. (general partner [30%] and ten limited partners). Mid-America is owned by Rollyn H. Samp (23.5%) and George L. Robertson (35.3%) and four others. Samp is Sioux Falls realtor. Robertson is Sioux Falls advertising executive. They have no other broadcast interests. Action Dec. 24, 1980.

Facilities Changes

FM application

■ WDSC(FM) Dillon, S.C.—Seeks CP to increase ERP to 100 kw, HAAT to 553 ft., install new ant., trans., and transmission line. Ann. Jan. 2.

AM actions

■ KXRX(AM) San Jose, Calif.—Granted CP to increase power to 50 kw-D; make changes in ant. sys.; conditions (BP-791128AD). Action Dec. 22, 1980.

■ WROZ(AM) Evansville, Ind.—Dismissed application of Radio Evansville Inc. for CP to make changes in ant. sys. (BP-20, 985). Action Nov. 26, 1980.

■ WVNH(AM) Salem, N.H.—Dismissed application for CP to increase power to 25 kw and make changes in DA system, and change trans. (BP-20, 546). Action Nov. 28, 1980.

■ WATS(AM) Sayre, La.—Granted CP to increase power to 5 kw (BP-800115AE). Action Dec. 22, 1980.

■ WAYY(AM) Chippewa Falls, Wis.—Granted CP to change TL to S.W. corner of county highways "P" & "OO", Chippewa Falls; make changes in ant. sys.; conditions (BP-800121AM). Action Dec. 22, 1980.

■ WTSO(AM) Madison, Wis.—Dismissed application of Midcontinent Broadcasting Co., of Wisconsin Inc. for CP to redescribe TL to Tower Rd., W. of Highway 51, near McFarland, Wis., and make changes in ant. sys. (BP-20, 995). Action Nov. 26, 1980. Action Nov. 26, 1980.

■ WZUU(AM) Milwaukee—Granted CP to change SL from Milwaukee to Greenfiled, Wis.; change hours of operation to U by adding 5 kw-N; increase D power to 5 kw; change non-DA to DA-2; change TL and SL to 5732 W. Rawson Ave., Franklin, Wis., and make changes in ant. sys.; conditions (BP-800328AD). Action Dec. 19, 1980.

Summary of broadcasting

FCC tabulations as of Nov. 30, 1980

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,572	3	0	4,575	119	4,694
Commercial FM	3,267	2	3	3,272	137	3,409
Educational FM	1,085		1	1,086	72	1,158
Total Radio	8,824	5	4	8,833	328	9,261
Commercial TV						
VHF	517	1	0	519	10	528
UHF	233	0	0	233	92	325
Educational TV						
VHF	101	1	4	106	6	112
UHF	155	2	5	162	15	177
Total TV	1,006	4	9	1,019	123	1,122
FM Translators	344	0	0	344	179	523
TV Translators						
UHF	2,572	0	0	2,572	251	2,823
VHF	1,362	0	0	1,362	498	1860

**Special temporary authorization*

***Includes off-air licenses*

In Contest

FCC decisions

■ FCC has affirmed its July 17 decision granting application of Santa Monica Broacasting Inc., to change TL, power and ant. height of KSRF(AM) Santa Monica, Calif. In so doing, FCC denied Hutton Broadcasting Inc.'s petition for reconsideration. Hutton, licensee of co-channel station KOCM(FM) Newport Beach, Calif., had petitioned to deny KSRF facilities change application stating that grant would increase interference to its operation. In denying reconsideration FCC said Hutton had not established any new basis for rejecting FCC's original conclusion that interference to KOCM would be reduced slightly. (FCC 81-8). Action Jan. 8.

■ FCC has certified to Small Business Administration (SBA) that FCC rulemakings to amend tables of FM or TV channel assignments would not have significant economic impact on substantial number of small entities and therefore are not subject to certain new regulatory procedures, required by Regulatory Flexibility Act of 1980, designed to ensure that federal agencies consider economic effects of each rule on small businesses, small nonprofit organizations and small government jurisdictions. It requires that for rulemakings begun after Jan. 1, federal agencies follow certain procedures whenever rule, if adopted, would have significant impact on substantial number of small entities.

Act requires FCC to prepare and make available for public comment analyses of possible impact on small entities both for notices of proposed rulemaking and for final report and order. However analysis requirements do not apply if agency head notices of proposed rulemaking and for final report and order. However analysis requirements do not apply if agency head certifies, by publication in Federal Register and by notification to SBA, that proposed rule will not have substantial impact on small entities. FCC regularly conducts rulemakings to amend FM and TV channel assignment tables in its rules. FCC said such rulemakings maintain same procedural safeguards as other rulemakings but concern only limited number of communities or parties and therefore are properly exempted because they do not have kind of impact on small entities covered by Regulatory Flexibility Act. (FCC 81-14). Action Jan. 8.

Allocations

Application

■ Canton, Ill.—Canton Communications requests amendment of FM table of assignments to assign 100.9 mhz to Canton. (RM-3816). Ann. Jan. 9.

Actions

■ New Smyrna Beach, Orlando, and Winter Park all Florida—In response to various petitions, proposed three plans to amend TV table of assignments for New Smyrna Beach, Orlando and Winter Park: 1) Substituting noncommercial reservation of ch. 15 at New Smyrna Beach with chs. 46 and 68 with one of those to be reserved for noncommercial use, reassigning ch. 15 to Orlando for commercial use, and assigning ch. 65 to Winter Park; 2) substituting ch. 15 with chs. 46 and 68 at New Smyrna Beach, and assigning chs. 15 and 65 to Orlando for commercial use; 3) retaining ch. 15 at New Symrna Beach but as commercial assignment, assigning ch. 46 to New Smyrna Beach as noncommercial reservation, and assigning ch. 65 to Orlando. Comments Beach, and assigning chs. 15 and 65 to Orlando for commercial use; 3) retaining ch. 15 at New Symrna Beach but as commercial assignment, assigning ch. 46 to New Smyrna Beach as noncommercial reservation, and assigning ch. 65 to Orlando. Comments due Feb. 23, replies Mar 16. (BC Doc. 80-774). Action Dec. 23, 1980.

■ Norton, Kan.—In response to petition by Norton Broadcasting Inc. proposed assigning 106.7 mhz to Norton as its first FM assignment, comments due March 2, replies March 23 (BC Doc. 80-782). Action Dec. 31, 1980.

■ Memphis, Mo.—Assigned 96.7 mhz to Memphis as its first FM assignment, effective March 2 (BC Doc. 80-132). Action Dec. 30, 1980.

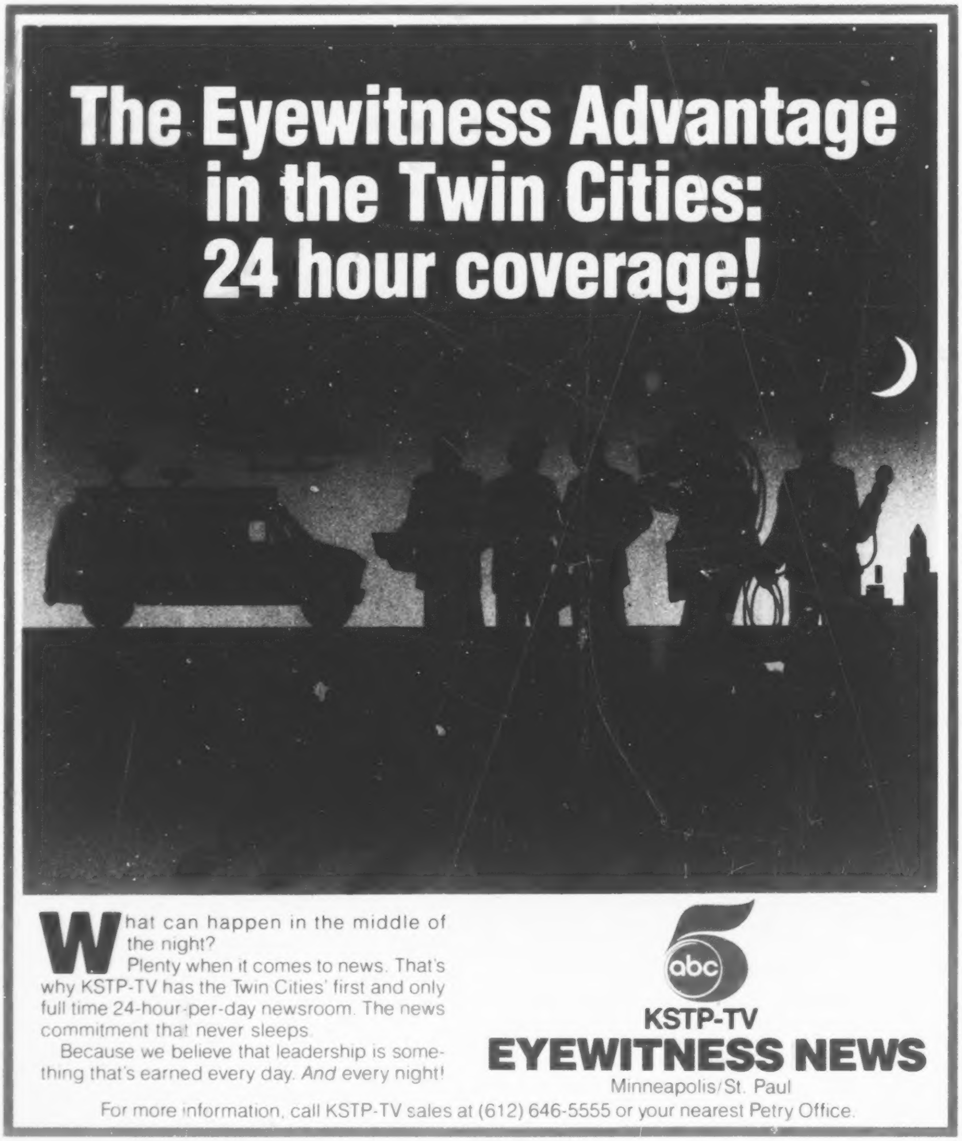
■ Lawton, Okla.—Assigned 95.3 mhz to Lawton as its third FM assignment, effective March 3 (BC Doc.

Inauguration, hostage return dominate medium
Special report: the top 50 agencies

Broadcasting Jan 26

The News Magazine of the Fifth Estate □ Vol. 100 No. 4 Our 50th Year □ 1981

1/30/81 C1750-1 U-



The Eyewitness Advantage in the Twin Cities: 24 hour coverage!

What can happen in the middle of the night?

Plenty when it comes to news. That's why KSTP-TV has the Twin Cities' first and only full time 24-hour-per-day newsroom. The news commitment that never sleeps.

Because we believe that leadership is something that's earned every day. *And* every night!

5 abc
KSTP-TV
EYEWITNESS NEWS
Minneapolis/St. Paul

For more information, call KSTP-TV sales at (612) 646-5555 or your nearest Petry Office.

20014KENNEP2098 ZWZ APR/81
J P KENNEDY
CIS **SAMPLE
4520 EAST WEST HWY
SUITE 800
WASHINGTON DC 20014

The First 50 Years Of Broadcasting

1945
□
PAGE 69

Broadcasting Jan 26

The Week in Brief

TOP OF THE WEEK

FERRIS: MORE TIME ☐ With blessing of transition team, FCC chairman makes play to stay into April. Fowler still favored to succeed him. Dawson pushed for Lee seat. **PAGE 19.**

HAIL TO CHIEF AND YELLOW RIBBONS ☐ It was around the world in one day for broadcasters to record inauguration of new President and cover release of hostages. **PAGE 20.**

ROAD AHEAD WITH REAGAN ☐ Broadcasters applaud many of his political ideas, feel his background will provide link, and like his ability as communicator. **PAGE 23.**

MANY CAMELBACK STRAWS ☐ NAB joint board meeting this week in Scottsdale will consider 9 khz, DBS, low-power TV and whether to pay its chairman. **PAGE 25.**

THUMBS DOWN ☐ Reagan transition team recommends CPB be abolished and says public funding should be withdrawn from public broadcasting. **PAGE 26.**

TOP 50 AGENCIES

BLUE CHIP AGENCIES ☐ With billings of more than $745 million in broadcasting, Young & Rubicam continues to top all agencies in electronic media. Radio-TV expenditures of leading 50 shops in 1980 were $870 million more than in 1979. Complete analysis of that spending begins on **PAGE 29.**

SPECIAL REPORT

INDEPENDENT ISSUES AND ANSWERS ☐ Programing and its high cost are major preoccupations of INTV delegates at annual convention in Los Angeles. Sessions examine ways to improve entertainment and news offerings and become more competitive. **PAGE 44.** Monday morning is devoted to strategies to deal with changes in regulatory and legislative moods in Washington. **PAGE 45.** Burke study concludes that there is no difference in impact of commercials on network affiliates and independent stations. **PAGE 46.** FCC transition team, via satellite, offers hopeful words to delegates. **PAGE 47.**

PROGRAMING

SLIPPAGE IN AUDIENCE ☐ Report from Bates analyzes slight loss in networks' prime-time audience during fourth quarter of 1980 and tries to forecast first quarter of 1981. **PAGE 49.**

TECHNOLOGY

AT&T UPSTAIRS SERVICE ☐ Telecommunications firm that serves broadcasters over terrestrial networks now seeks FCC permission to provide satellite service for NBC. **PAGE 54.**

MEDIA

BOGGED DOWN ☐ Refranchising of Fetzer in Kalamazoo, Mich., is held up by citizen group's high hopes, municipality's reluctance and cable operator's skepticism. **PAGE 58.**

BUSINESS

TAFT, TCI TWO-STEP ☐ One joint venture of companies will develop basic and pay programing for cable. Other will buy or build CATV systems. **PAGE 61.**

LAW & REGULATION

SUSTAINED IN ST. LOUIS ☐ Court there upholds FCC's one-month extension for filings by low-power applicants. **PAGE 64.**

JOURNALISM

WHO-TV CALLED CHICKEN ☐ Des Moines press criticizes local station for not bucking state government's request for sting tapes. **PAGE 66.**

1946

THE 'BROADCASTING' YEARS ☐ Radio and TV reported horror and joy of World War II's final months and then broadcasters focused on transition to peace at home. However, tranquility there was endangered when FCC's Clifford Durr applied programing pressures on stations. Commission also tightened marketplace rules by instituting Avco rule that mandated open bidding for licenses being traded. **PAGE 69.**

PROFILE

ON THE LEADING EDGE ☐ Roy Bliss sees need for more basic services in hinterlands. As executive vice president of United Video Inc., he is pioneering new ways to provide such services via UVI's satellite facilities. **PAGE 97.**

Business Briefly 8
Changing Hands 60
Closed Circuit 7
Datebook 14
Editorials 98
Fates & Fortunes 91
For the Record 74
In Sync 56
Intermedia 59
Monday Memo 10
Monitor 53
News Beat 66
Open Mike 17
Playback 49
Stock Index 95
Washington Watch 65

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ ABC Radio Network 31 ☐ Accuracy In Media 48 ☐ American Insurance Association 36-37 ☐ Associated Press 15 ☐ BMI 68 ☐ Back to God 8 ☐ Blackburn & Co. 60 ☐ Blair Radio 40-41 ☐ Cetec 47 ☐ Chicago Programming Resources 93 ☐ Continental Electronics 62 ☐ Dataworld Inc. 52 ☐ Mike Douglas Productions inside back cover ☐ Foundation for Christian Living 53 ☐ Harris 35 ☐ Home Theater Network 43 ☐ Rex Humbard 6 ☐ KSTP front cover ☐ Lotus Reps 33 ☐ MCA-TV 4 ☐ Magnetic Video 50-51 ☐ McGavren-Guild 57, back cover ☐ Multimedia Program Productions 11 ☐ NATPE 96 ☐ Noble Broadcast Consultants 28 ☐ Otari Corporation 63 ☐ Perin/Grieve 55 ☐ Post Newsweek Distribution 18 ☐ RCA 12-13 ☐ Cecil L. Richards 61 ☐ Scripps Howard Foundation 58 ☐ Standard Rate & Data Service 67 ☐ Joe Sullivan & Assocs. 54 ☐ TM Productions 27 ☐ Telepictures inside front cover/page 3 ☐ Utility Tower 39 ☐

Annual

C 116

BROADCASTING'S
TOP 50
AGENCIES

- N W Ayer
- Backer & Spielvogel
- Ted Bates
- BBDO
- Benton & Bowles
- Bozell & Jacobs
- Leo Burnett
- Calet, Hirsch, Kurnit & Spector
- Campbell-Ewald
- Campbell-Mithun
- Chiat/Day
- Compton
- Creamer
- Cunningham & Walsh
- Dancer Fitzgerald Sample
- Daniel & Charles
- D'Arcy-MacManus & Masius
- Della Femina, Travisano & Partners
- W B Doner
- Doyle Dane Bernbach
- A Eicoff
- Eisaman, Johns & Law
- William Esty
- Foote, Cone & Belding
- Gardner
- Grey
- Keller Crescent
- Kenyon & Eckhardt
- Lee King & Partners
- KM&G International
- Kornhauser & Calene
- Marschalk
- McCaffrey & McCall
- McCann-Erickson
- Arthur Meyerhoff
- John Murray
- Needham Harper & Steers
- Ogilvy & Mather
- Parkson
- Ross Roy
- Sawdon & Bess
- Scali McCabe Sloves
- SSC&B
- Tatham-Laird & Kudner
- J Walter Thompson
- Tracy-Locke
- Waring & LaRosa
- Warwick Welsh & Miller
- Wells, Rich Greene
- Young & Rubicam

(all dollar figures are in millions)

		Combined broadcast billings	*Total TV*	*TV network*	*TV spot*	*Total radio*	*Radio network*	*Radio spot*	*Broadcast percent of agency's total billings*	*Broadcast billings change from 1979*	*Agency's rank in 1979*
1.	Young & Rubicam	745.1	699.0	491.0	208.0	46.1	11.2	34.9	60	+71.7	1
2.	J. Walter Thompson	702.7	652.1	440.2	211.9	50.6	14.4	36.2	76	+77.7	2
3.	BBDO	406.8	372.9	253.4	119.5	33.9	7.5	26.4	60	+45.8	4
4.	Dancer Fitzgerald Sample	401.9	383.9	215.6	168.3	18.0	6.9	11.1	79.2	+104.1	6
5.	Leo Burnett	389.0	372.0	294.0	78.0	17.0	6.0	11.0	53.0	+22.0	3
6.	Ogilvy & Mather	319.5	289.5	176.1	113.4	30.0	9.0	21.0	57	+11.7	5
7.	Grey	297.7	284.4	199.2	85.2	13.3	0.8	12.5	57.3	+0.8	7
8.	McCann-Erickson	285.0	252.0	171.5	80.5	33.0	7.0	26.0	60.0	+15.0	9
9.	D'Arcy-MacManus & Masius	283.5	252.7	142.5	110.2	30.8	8.8	22.0	64.4	+9.6	8
10.	Foote, Cone & Belding	274.1	250.1	184.6	65.5	24.0	7.1	16.9	66.4	+31.8	11
11.	Benton & Bowles	270.0	248	158.0	90.0	22	1.2	20.8	67.5	+36.0	12
12.	Doyle Dane Bernbach	270.0	257.0	163.0	94.0	13.0	—	13.0	57	+24.0	10
13.	Ted Bates	257.6	241.2	161.0	80.2	16.4	9.4	7.0	73.0	+33.1	13
14.	Wm. Esty	228.0	204.0	138.0	66.0	24.0	8.0	16.0	59	+24.0	14
15.	Needham, Harper & Steers	227.1	207.3	170.5	36.8	19.8	9.0	10.8	63.5	+45.1	16
16.	Wells, Rich, Greene	202.1	182.9	124.1	58.8	19.2	3.3	15.9	67	+10.7	15
17.	Campbell-Ewald	189.7	174.7	111.8	62.9	15.0	3.9	11.1	64.5	+18.9	17
18.	N.W. Ayer	174.8	153.6	126.1	27.5	21.2	6.4	14.8	55.7	+33.1	18
19.	Compton	156.0	136.0	107.0	29.0	2.0	—	2.0	66.4	+42.3	23
20.	Kenyon & Eckhardt	151.4	123.8	86.6	37.2	27.6	3.6	24.0	54.8	+20.5	19
21.	Gardner	150.6	139.8	106.0	33.8	10.8	1.5	9.3	78	+29.8	22
22.	SSC&B	150.5	146.0	124.0	22.0	4.5	1.5	3.0	72.0	+20.1	20
23.	Cunningham & Walsh	109.8	105.0	76.8	28.2	4.8	—	4.8	46	−14.1	21
24.	Backer & Spielvogel	105.7	97.0	61.0	36.0	8.7	2.6	6.1	75	—	—
25.	Della Femina, Travisano & Partners	91.5	75	46.9	28.1	16.5	2.9	13.6	65.4	+38.6	31
26.	Campbell-Mithun	90.8	73.7	15.0	58.7	17.1	—	17.1	58.5	+15.8	26
27.	Marschalk	87.0	80.0	51.0	29.0	7.0	4.8	2.2	72	+8.2	24
28.	Bozell & Jacobs	85.6	68.8	26.1	42.7	17.0	1.0	16.0	29.0	+8.0	25
29.	Scali, McCabe, Sloves	70	58	26	32	12	1.0	11	60.0	+2.0	33
30.	KM&G International	64.7	55.4	25.0	30.4	9.3	1.0	8.3	36.0	+5.2	28
31.	Tracy-Locke	60.3	52.8	36.2	16.6	7.5	1.9	5.6	74	+6.5	30
32.	Creamer Inc.	60.0	54.0	36.0	18.0	6.0	48	—	—	+23.2	42
33.	McCaffrey & McCall	.58	53.5	41.5	12	4.5	0.5	4	46.0	+ 6.0	32
34.	Ross Roy	52.5	36.6	10.4	26.2	15.9	2.2	13.7	56.0	+5.1	35
35.	Kornhauser & Calene	52.1	51.0	40.1	10.8	1.0	.848	.239	88.9	−12.9	—
36.	Arthur Meyerhoff	51.3	49.3	33.0	16.3	2.0	1.1	0.9	85.0	+8.3	37
37.	W.B. Doner	50.1	38.2	7.7	30.5	11.9	—	11.9	57.0	+1.6	34
38.	Parkson	50.1	50.0	49.0	1.0	.1	—	.1	90	−5.9	29
39.	A. Eicoff	48.6	46	1.3	44.7	2.6	—	2.6	95.1	+3.1	36
40.	Eisamon, Johns & Law	45.5	33.7	11.0	22.7	11.8	3.4	8.4	64	+14.3	47
41.	Daniel & Charles	44.8	41.8	22	19.8	3	0.5	2.5	55	+4.8	39
42.	Waring & LaRosa	40.8	36.0	27.0	9.0	4.8	2.5	2.3	68.0	—	—
43.	Warwick, Welsh & Miller	40.7	34.3	22.6	11.7	6.4	2.6	3.8	44	+4.1	43
44.	John Murray	38.8	36.6	20.0	16.6	2.2	—	2.2	85	+2.2	44
45.	Calet, Hirsch, Kurnit & Spector	38.5	35.0	21.0	14.0	3.5	0.5	3.0	55	+0.7	41
46.	Tatham-Laird & Kudner	38.4	37.5	21	16.5	0.9	0.2	0.7	41.0	−4.4	38
47.	Keller-Crescent	30.5	26.5	5.0	21.5	4.0	—	4.0	37	−6.0	45
48.	Lee King & Partners	29.1	26.2	11.4	14.8	2.9	1.8	1.1	64	−8.9	40
49.	Chiat/Day	26.2	22.9	14.6	8.3	3.3	—	3.3	32.0	—	—
50.	Sawdon & Bess	25.5	24.0	2.7	21.3	1.5	0.6	0.9	85	+0.7	49

Broadcasting's top 50 agencies and their 1980 radio-TV billings

Y&R is No. 1 for third year with broadcast expenditures topping $745 million; DFS has great year, total billings for 50 agencies rise $870 million

The top 50 broadcast agencies continued to invest substantially in U.S. television and radio in 1980, although the increase last year did not quite match 1979's gain over 1978.

Figures compiled for BROADCASTING's 29th annual survey of leading broadcast agencies shows that TV spending topped the 1979 aggregate by more than $750 million and radio surpassed the previous year's total by about $120 million, for a combined increase of $870 million.

Imposing as these gains were, they failed to equal the increases in 1979 when joint TV-radio figures jumped by about $1.05 billion over 1978. It was television that dominated 1979 with an increase of $996 million, with radio then registering a fairly modest $45 million boost.

Young & Rubicam emerged for the third straight year in 1980 in the number-one position with total television and radio expenditures of more than $745 million, topping 1979 by more than $70 million.

Moving close to Y&R was J. Walter Thompson Co., which racked up a TV-radio increase of more than $77 million for a domestic broadcast total of more than $702 million.

Roaring into fourth place was Dancer Fitzgerald Sample which added $104.1 million in broadcast expenditures for a total of $401.9 million. A spokesman said the tremendous spurt could be explained by a host of new accounts plus a heavier investment in the broadcast media by old-line clients.

Moving down into fifth place from third was the Leo Burnett Co., which showed a comparatively small increase ($22 million) for an agency of its size, winding up with $389 million in billings. BBDO picked up approximately $45 million in billings to climb into the third position.

One of the fastest-moving agencies is one of the youngest—Backer & Spielvogel. The agency was formed in the summer of 1979 but did not begin to bill for its first account, Miller Brewing, until December 1979. In its first full year of operations, B&S reported broadcast expenditures of more than $104 million.

It turned out to be a healthy year for the vast majority of leading agencies, with 42 registering gains in billings, five sustaining losses. There are three new agencies included in the compilation.

Among other agencies making striking advances in 1980 were BBDO, up $45.8 million, Needham, Harper & Steers, up $45.1 million; Della Femina, Travisano & Partners, up $38.6 million; Benton & Bowles, up $36 million, and N W Ayer, up $33.1 million.

Agencies losing ground in broadcast spending in 1980 were Kornhauser & Calene, down $16.9 million; Cunningham & Walsh, down $14.1 million; Keller, Crescent, down $6 million; Lee King & Partners, down $8.9 million and Parkson, down $5.9 million.

Breaking into the top 50 compilation this year are Backer & Spielvogel, Chiat/Day and Waring & LaRosa. No longer in the listing are Erwin Wasey, Geers Gross Geers and Norman, Craig & Kummel (now Altschiller, Reitzfeld, Jackson & Solin).

There have been some name changes in agencies. DKG has become Galet, Hirsch, Jurnit & Spector and the former Clyne agency has evolved into Kornhauser & Calene.

Young & Rubicam and Thompson virtually divided the laurels in the various categories of the broadcast business. Y&R was the top agency in total broadcast billings ($745.1 million), total TV billings ($699 million) and network TV billings ($491 million). Thompson grabbed honors for spot TV billings ($211.9 million); total radio billings ($50.6 million); network radio billings ($14.4 million), and spot radio billings ($36.6 million). Dancer Fitzgerald Sample carved out the largest broadcast billings gain, $104.1 million.

The following is an alphabetical listing of the first 50 broadcast-billings agencies. In the large majority of cases, the figures were obtained from the agencies themselves; in others, estimates were gathered from various sources.

18

N W Ayer □ N W Ayer saw an increase of more than $33 million in its broadcast spending to reach $174.8 million total in 1980. Most of the broadcast dollars were spent for the agency's steady clients: AT&T, 7Up, U.S. Army, Pan Am, Bahamas Ministry of Tourism, General Motors, Nestle, John Deere, Menley & James, Kraft, Jack Lalanne and Carl Buddig. For those, the favored medium was spot TV. During the year, Ayer gained several major accounts including Emery Air Freight, Granny Goose Foods, National Air Lines (which merged with long-time Ayer client Pan Am), Federal National Mortgage Association and the Australian Tourist Commission. Accounts resigned during the year were: Car-I Service Systems Inc., Motorola, U.S. Cruises, Thrifty Corp. (drug and discount stores), Illinois Tool Works and McGraw Edison.

24

Backer & Spielvogel □ Broadcast billings for B&S, formed in August 1979, reached an estimated $105.7 million in 1980, its first full year of operation. B&S started with only one account in December 1979—the hefty $80-million-plus business of Miller Brewing Co., including Miller High Life, Lite, Lowenbrau and new products. The new agency was formed by Carl Spielvogel, its chairman and former vice chairman of the Interpublic Group of Companies, and William M. Backer, previously vice chairman and creative director of McCann-Erickson. The Miller account, which had been at McCann, allots about 85% of its budget to broadcast. During 1980 Backer & Spielvogel picked up other business from the Campbell Soup Co., Seven-Up Co., the Savings & Loan Foundation and Helene Curtis Industries (new products).

13

Ted Bates □ Television grew by almost $32 million and radio by $1.7 million in 1980 as Bates's broadcast totaled $257.6 million. Acquired during the year were General Foods Co. product assignments and lost was the Borden Co. (Wyler food division). The solid TV-radio spenders included Colgate-Palmolive, Adolph Coors Co., Warner-Lambert, M&M/Mars, Prudential Insurance Co., ITT Continental Baking, Bristol-Myers, Carter-Wallace, Home Box Office, Panasonic and Richardson-Merrell.

3

BBDO □ Broadcast billings at BBDO climbed by an estimated $45.8 million in 1980, abetted by a new business spree that added more than $50 million in overall billings in the first quarter of the year. Contributing to the upsurge were assignments from Firestone, Timex, Gillette and Pillsbury. BBDO has a long list of advertisers active in television and radio, including Avis, Black & Decker, Campbell Soup, DuPont, Firestone, General Electric, Gillette, Lever Bros., PepsiCo., Quaker Oats, Scott Paper, Schlitz and Timex.

11

Benton & Bowles □ Bolstered by a flock of new accounts and assignments, B&B increased its TV-radio billings by $36 million. Among those added to the client list in 1980 were Jensen Sound Systems and Nicholas International and new assignments came from General Foods. Lost was Gillette (Good News razor). Procter & Gamble and General Foods, two long-time clients, were active in network program sponsorship of made-for-TV movies, and Texaco participated in sponsorship of Bob Hope television specials. Other B&B customers with substantial investments in network and spot TV and/or radio were Richardson-Merrell, Continental Airlines, Morton-Norwich, Hardee's Food Systems, AMF, Fiat, Kitchens of Sara Lee, Standard Brands and Vick Chemical.

28

Bozell & Jacobs □ Broadcast billings increased by an estimated $8 million during the year for a total of $85.8 million. Included in the agency's broadcast accounts are Greyhound, Iberia Airlines, Quaker Oats, Purolator, Tony's Pizza Service, Wise/Old London Foods and Zale Corp. (jewelry).

5

Leo Burnett □ For the second year in a row Burnett's proportion of its billings allocated to broadcasting declined, falling in 1980 to 53% from 57.5% in 1979. Accordingly, Burnett registered only a modest increase in broadcast billings for a larger agency, amounting to $22 million in 1980. Burnett reported a loss of the Swift & Co. account in 1980 but no major account acquisitions. Among Burnett's users of television and radio are Allstate Insurance, Commonwealth Edison, General Motors, Green Giant Co., H.J. Heinz, Keebler, Kellogg, Kimberly-Clark, Maytag, Nestle, Northcliff-Thayer, Pillsbury, Procter & Gamble, RCA Consumer Electronics, Revlon, Star-Kist Foods, Steak & Ale Restaurants, Swift & Co. and Union Carbide.

45

Calet, Hirsch, Kurnit & Spector □ Formerly called DKG Advertising, this agency had a slight gain in broadcast billings in 1980 to $38.5 million, representing 55% of the firm's domestic billings. TV and radio spots were up $1 million each (to $14 million and $3 million, respectively), while TV network dropped $1 million (to $21 million) and radio network, the smallest billing contributor, fell from $800,000 to $500,000. Major accounts added during the year were Ricoh cameras, Ramada's Tropicana hotel and casino in Atlantic City, N.J., and Thermos outdoor-living products. CHK&S reports no major accounts resigned. Heavy broadcast billers for the agency are Aamco, Alitalia, Clairol appliances, Corning, Dollar Savings, Remington, Toshiba, Getty Oil and Pocket Book.

17

Campbell-Ewald □ The agency registered an estimated 11% gain in broadcast billings during 1980, reaching almost $190 million. C-E's figures include those of two other Interpublic agencies, Clinton E. Frank Advertising and Tinker Campbell-Ewald. C-E had a long roster of broadcast-oriented clients last year, including such General Motors divisions as Chevrolet, Delco and General Motors Acceptance Corp.; Bil-Mar Foods Inc., Capital Cities Communications, Goodyear Tire & Rubber, Libbey-Owens-Ford, Magnavox and Burroughs Corp. C-E obtained billings from Clinton E. Frank via Kraft Foods, Wendy's, Reynolds Metals and Stokely-Van Camp. Tinker Campbell-Ewald pitched in with billings from such accounts as Citicorp., Coca-Cola (foods), Heublein and KFC Corp. (fried chicken restaurants).

26

Campbell-Mithun. ☐ This Minneapolis-based agency added $15.8 million to its broadcast spending in 1980 to reach $90.8 million, compared to 1979's total billings of $75 million. Substantial gains were made in the agency's spot TV and radio advertising. Added in 1980 to Campbell-Mithun's roster of clients were Adia Temporary Services, Control Data Learning Centers, Exchange National Bank, Ray-O-Vac (consumer batteries, hearing aids, new products) and 3M (household and hardware division). Active broadcast accounts in spot TV and radio were General Mills, Land O'Lakes, Heilman Brewing Co., Kroger Co. (grocery stores) and Dairy Queen (ice-cream store franchise). During the year the agency lost Barton Brands, Gould Inc., Winter Garden and Bank of Ravenswood.

49

Chiat/Day ☐ The fast-growing Chiat/Day, a Los Angeles-based agency with offices in San Francisco, Seattle and New York, makes its first appearance in the top 50 compilation with broadcast billings of $26.2 million. New accounts gained during the year include Genstar Ltd. (corporate advertising) and Wienerschnitzel (restaurants). Among Chiat/Day's TV-radio clients during 1980 were Yamaha Motors Corp., Olympia Brewing, Fotomat Corp., Skipper's Seafood 'n' Chowder Houses, American Motors Corp., KMPC(AM) Los Angeles, Pioneer Electronics of America and Great North Car Dealers.

19

Compton ☐ Broadcast billings were up substantially during 1980 at $138 million, almost $25 million over the previous year's figure. The gain was attributable to heavy network TV participation by top advertisers like Procter & Gamble, Johnson & Johnson, Jeep, Norcliff Thayer and Harlequin Enterprises. Compton acquired Coco Lopez Imports, Italian Ceramic Tile Association and Majic Pantry accounts in 1980. The only major account lost last year was Dunlop Tire & Rubber.

32

Creamer ☐ This agency's broadcast billings jumped considerably in 1980 due to a major increase in network television accounts. Overall, television and radio billings totaled $60 million (up from $36.8 million in 1979) and network TV stood at $36 million (up from $16.9 million). Broadcast clients gained include Nixdorf, McDonald's (Pittsburgh) and Fox Grocery; lost were 1st Metropolitan Builders and Lee & Eddie Caterers. Continuing major accounts range from Big M Supermarkets and Delmonico Foods to Sheraton Corp. and Textron's Speidel division.

23

Cunningham & Walsh ☐ Total broadcast spending was down by about $14 million for Cunningham & Walsh in 1980 with the most notable decrease reported in spot radio—$6 million below 1979's billings. New broadcast accounts for the year included Scheffelin & Co. (wines and champagnes), Sterling Drug (Phillips Milk of Magnesia, Phillips Tablets, Fletchers Castoria and new products), Pentax Corp. (cameras), Arthur Treacher's seafood restaurants and AT&T. Major accounts active in broadcast but resigned in 1980 were: Mennen (men's toiletries), California Milk Advisory Board, Singapore Air Lines and Barclays Travelers Cheques.

Biggest spenders

Total broadcast billings
Young & Rubicam—$745.1 million
Total TV billings
Young & Rubicam—$699 million
Network TV billings
Young & Rubicam—$191 million
Spot TV billings
J. Walter Thompson—$211.9 million
Total radio billings
J. Walter Thompson—$50.6 million
Network radio billings
J. Walter Thompson—$14.4 million
Spot radio billings
J. Walter Thompson—$36.2 million
Biggest broadcast gain
Dancer Fitzgerald Sample—$104.1 million

4

Dancer Fitzgerald Sample ☐ Dancer closed out a super year in 1980, adding $104.1 million in broadcast billings to its total. The agency said the gain could be traced to $85 million in new billings during the year and a hefty increase in its broadcast share from 70.9% in 1979 to 79.2% in 1980. Accounts added during the year included Blue Bell Inc. (Wrangler jeans), Parker Bros. (games and toys), Bali Co. (brassieres), General Mills, Shulton, RCA Videodiscs, C.B. Thomas (Sharha bread), Peter Paul Cadbury (Starbars), Megatron (electronic equipment), Wendy's International, L'erin (cosmetics), 3M Co., MTM Productions, Premiere Cable Network, CBC Distributors (automotive after-market), California Prune Advisory Board and Pacific Plan (home mortgage brokers). Lost in 1980 were Arby's and FMC Corp. Other active broadcast accounts at DFS were Procter & Gamble, Toyota, General Mills, Hanes, Life Savers, CPC International and Florida Department of Citrus.

41

Daniel & Charles ☐ Daniel & Charles Associates showed 12% growth in broadcast billings last year, to $44.8 million, 55% of the agency's total billings. Accounts that were added in 1980 were Gortons Seafood Crepes, Oscar de la Renta mens wear, National Fisheries Institute and Windex Kitchen Shine. New accounts whose billings will start in 1981 are Bufferin, Selsun Blue and Murine ear drops. Major D&C accounts are Comtrex, Sally Hansen, Bufferin and Selsun Blue (network and spot television), Excedrin P.M. (network television), Oscar de la Renta (spot television), Gortons (spot television and spot radio), National Fisheries (network television and network radio), and Mr. Muscle (network and spot television and network radio).

9

D'Arcy-MacManus & Masius ☐ D'Arcy added a modest $9.6 million to its broadcast expenditures in 1980 but this was accomplished despite a dip in its TV-radio shares to 64.4% from 75.5% in 1979. It was an up and down year for the agency; it acquired Allied Van Lines, Laker Airways, Golden Griddle Syrup, Crave Cat Food and Idaho Potato Commission, and it lost Purex, Colgate-Palmolive and Universal Pictures. In 1980 D'Arcy acquired the deGarmo agency, bolstering its presence in New York. The agency's extensive list of broadcast spenders includes Anheuser-Busch, Pontiac, General Motors Corp., Cadillac, Whirlpool, General Tire & Rubber, Ace Hardware, Rustoleum, Amoco Oil, Standard Oil of Indiana, M&M Mars, American Dairy Association, Beech-Nut, Southwestern Bell, Red Lobsters Inc., Dow Chemical and U.S. Air Force.

25

Della Femina, Travisano & Partners ☐ An agency that had substantial growth in billings in 1980, Della Femina, Travisano & Partners ended the year with over $91 million in broadcast investments, a jump of 73% over the year earlier. Television billings were up over $30 million, radio $6 million, while the percentage of total billings represented by broadcast business held fairly constant, at 65.4% in 1980. Principal accounts in television are Dow Chemical, Emery Air Freight and Connecticut General; the first two are network and spot buys, the latter network only. Dow is also involved in spot radio, Emery in network and spot radio. Spot television accounts that are also spot radio clients are Isuzu Motors, Borden, A.A.A. and Beck's Beer. WABC-TV New York is a principal spot radio-only client. Four major accounts resigned in 1980 were Schieffelein & Co., Bali, Mr. Steak restaurants and Nelley's Fine Foods. However, over a dozen major accounts were added by the agency, including Airwick, *Inside Sports* magazine, the New York Mets, American Automobile Association, Isuzu Motors, Connecticut General and BSR's X-10 division.

37

W. B. Doner ☐ Broadcast billings were up only slightly at W. B. Doner in 1980, 3.3%, to $50.1

million. The growth came in both radio and television, though the almost $4-million improvement in spot radio billings was offset by a $1-million decline in network radio investments for the agency. Principal accounts for Doner are Colt 45, Lowe's, Hygrade Food Products, Vlasic Foods, and Dutch Boy Paints (all network and spot television), Tuborg Gold (network television only), Richway and Foley's Department stores (both spot television), Jack Eckerd Drugs and Servistar (spot television and spot radio), Chiquita and Quality Inns (spot radio). Eckerd Drugs was an account added during 1980, along with Faygo Beverages, Chattam Inc., Federated Electronics, Blue Bell Inc. and Middle Atlantic Milk Marketing Area. Accounts resigned in 1980 were J. H. Filberts, National Guard Bureau and CBS Sports.

12

Doyle Dane Bernbach ☐ Broadcast billings rose during the year by $24 million as the agency obtained a large group of new clients and dropped a few. New advertisers at DDB were Citibank Travelers Checks, Universal Pictures, Gagliardi Brothers (frozen meats), W. Atlee Burpee, Borden Inc., Airwick Industries, Camargo Foods, Chanel, Volkswagen Vanagon, Swensen's Ice Cream, Celestial Seasonings and MCA Discovision. Lost during 1980 were 20th Century-Fox, Blue Bell (Wrangler jeans), Avis Rent-a-Car and Publishers Clearing House. Solid spenders in broadcast during 1980 were American Airlines, Volkswagen, Polaroid, Mobil Oil, Porsche/Audi, Universal Pictures, General Telephone & Electronics and Stroh Brewery.

39

A. Eicoff & Co. ☐ Less than 5% of this agency's billings come from nonbroadcast accounts. The broadcast billings total for 1980, $48.6 million, was 6.8% better than last year's—with the vast bulk of the agency's business done in spot television—$44.7 million worth. Network television billings, which at $1.3 million pale next to the spot figure, were nevertheless 10 times last year's figure. Accounts added during the year were Jet-X, *Detroit Free Press*, Clinitemp, American Security Council, Meredith Corp., Ohio Bell, *Rolling Stone* magazine, The Bradford Exchange and U.S. General Supply Corp. Accounts resigned were Animal Protection Institute, *Newsweek*, Sun Shields and Vileda.

40

Eisaman, Johns & Law ☐ Broadcast billings for this agency jumped 45.8% in 1980 over 1979, from $31.2 million to $45.5 million. New accounts included Air California (about $3.5 million; 60% TV); Purex Corp.'s Ayds appetite suppressants, vitamins and minerals and Cuticura skin care products; State of Connecticut Chevrolet Dealers Advertising Association; Chevrolet dealers association in Tampa/St. Petersburg, Fla., and Dallas county, and Cadillac dealers in southern California. EJL reports no client lost and continued major broadcast business for Alpha Beta Supermarkets; Pennzoil Motor Oil; Suzuki motorcycles, Carta Blanca, Bohemia and Briss beers; Flecto Farathane Finishes; Gumout; GTE Directories Corp., and 13 other Chevrolet dealers associations. In 1980, all broadcast categories were up, particularly spot TV which rose from $13.1 million to $22.7 million.

14

Wm. Esty ☐ Esty had a banner year in 1980, adding $24 million to its TV-radio total. New clients acquired during the year were Tampax, Anacin 3, Aviance and MasterCard II. Resigned in 1980 was Magnavox. The major gain was made in television with the addition of $23 million in billings. Radio added $1 million. Among the broadcast clients of Esty during the year were American Can, Chesebrough-Pond's, Colgate-Palmolive, Genessee Brewing Co., Nabisco, Noxell Corp., Union Carbide, Warner Lambert and American Home Products Corp.

10

Foote, Cone & Belding ☐ FC&B added $31.8 million in TV-radio billings during 1980, abetted by the acquisition of new clients including Arnold Bakers, Swift & Co., Satellite Television Corp., Speed Queen, Caldwell Banker and Oak Communications. Lost during the year were Campbell Cup Soup, Interstate Brands, Hughes AirWest and Idaho Potato Commission. Television rose by $20.9 million and radio by $1.9 million. The agency's most active accounts in broadcast are Amana, Armour, Hallmark, S.C. Johnson & Son, Kraft, Pizza Hut, Sunbeam, Zenith, Bristol-Myers, Frito-Lay, Albertson, Arco, Mazda, Ramada Inn, Ore-Ida, United California Bank, Clorox, Levi Strauss, Pacific Telephone & Telegraph Co., Swift and Sears, Roebuck & Co.

21

Gardner Advertising ☐ This St. Louis-based agency continued to climb in broadcast billings in 1980. Total radio/TV spending was $150.6 million for the year, representing a gain of nearly $30 million. Since Gardner's acquisition of Advanswers Media/Programing several years ago, the agency's broadcast billings have continued this upward trend. Major clients active in broadcast were Ralston-Purina, Firestone Tire & Rubber, Sun Oil Co. (Cam 2), Six Flags Over Mid-America, and Heath Candy Co. A large portion of broadcast dollars was also placed for major syndication assignments including Blair Pro Rodeo (in 80 Western markets), St. Louis Cardinals (on 110-station radio network and 18-station TV network) and *Coors Western Outdoorsman* (syndicated program in 84 Western markets). Gardner reported two resigned accounts: Dazey Products and Louis Rich Meats.

7

Grey Advertising ☐ The agency showed a modest $800,000 increase in broadcast billings for the year as TV spending grew by $200,000 and radio by $600,000. The agency's broadcast share of overall domestic billings dipped to 57.3% from 61% in 1979. Accounts obtained during the year included Huffy Corp., Federated Department Stores, Burger Queen and assignments from B.F. Goodrich, Borden, Bristol-Myers and General Foods. Active in network TV sponsorships of various special programs were General Foods, B.F. Goodrich, Sentry Insurance, Timex, Heinz, Canon and Warner Bros. Other clients active in broadcast were Procter & Gamble, Block Drug, Mennen, Revlon, Carter-Wallace, Kendall Oil, Squibb and RCA Records.

47

Keller-Crescent ☐ The agency for 1980 reports $30.5 million in broadcast billings, down from the $36.5 million it totaled the previous year. Network TV billings declined considerably, from $13 million to $5 million. Spot television remains the foremost contributor to Keller-Crescent's broadcast tally—at $21.5 million, up $1.4 million. Among the agency's new accounts in 1980 were Majestic Co. (fireplaces), Kenny Kent Chevrolet/Mazda and Executive Inn (both Evansville, Ind.); Lincoln Federal Savings (Owensboro, Ky.); Hoffco outdoor power equipment and Newell Window Furnishings. Those resigned included DMI Furniture, Kellwood's Glendale hosiery, St. Louis Dodge Dealers, Murray bicycles and C.G. Conn musical instruments. Continuing major accounts range from Hardee's fast food to Southern Indiana Gas and Electric. Broadcast billings account for 37% of the Keller-Crescent total.

20

Kenyon & Eckhardt ☐ With the help of several new heavy broadcast advertising accounts, K&E jumped from $132 million in total broadcast billings in 1979 to $151 million in 1980. This growth, which represents about 55% of the agency's total billings, is most visible in its network TV spending, which more than doubled over the previous year, at $86.5 million. Accounts acquired during 1980 include Colgate-Palmolive (Mersene denture cleanser and Dermassage dishwashing liquid), Bristol-Meyers (Excedrin PM.), Superior Pet Products and Table Talk Bakery. Big network TV spenders included Chrysler, Colgate and Turtle Wax. Four account losses were reported for 1980: Brasseries Artois (Stell Artois beer); Allied Van Lines, Helena Rubinstein and B.F. Goodrich Tires.

48

Lee King & Partners ☐ The percentage of this agency's total billings represented by broadcasting fell from 75% last year to 64% this year; the dollar value of the broadcast total slipped by 23.4% to $29.1 million. The steepest drop came in spot radio, where billings fell from $4.8 million to $1.1 million, though spot television's $5.7-million decline was greater in dollars. Network radio was one bright point, with the addition of $1.8 million in billings last year. Major new accounts are Frederick & Herrud, Beef Industry Council, Bang & Olufsen and La Salle National Bank of Chicago. The Orange Crush account was resigned.

30

KM&G International □ Broadcasting billings at KM&G increased by an estimated $5.2 million to $64.7 million in 1980. The principal broadcast accounts during the year were H. J. Heinz Co., Rockwell International power tools, Rubbermaid, Eat 'n Park restaurants, Westinghouse Electric, Air Jamaica, Hanes Corp., Japan Air Lines, Gulf Oil and Pittsburgh National Bank. New accounts landed during the year were Hanes Corp., Eat 'n Park.

35

Kornhauser & Calene □ Formed by top executives from the now defunct Clyne Co. in April 1980, this agency is new to BROADCASTING's top 50 compilation. A spokesman for Kornhauser & Calene claims that "virtually all of Clyne's accounts are now handled by Kornhauser." With more than $52 million spent on broadcast advertising, the agency placed over $40 million in network TV. Kornhauser's major clients include American Home Foods (Chef Boyardee frozen pizza, sauces and new products), Boyle-Midway (Easy-Off oven cleaner, Black Flag insecticides, Griffen shoe polish and Sani-Flush toilet bowl cleaner), Church & Dwight Co. (Arm & Hammer baking soda, laundry detergent and new products), HJK Inc. (Dick Clark men's toiletries, Health Spa bath products), Federated Metals Corp. and Whitehall Labs (Arthritis Pain Formula, Dristan nasal sprays, Dry & Clear acne medication and Primatene asthma medication).

27

Marschalk □ Broadcast billing at Marschalk climbed by an estimated $8.2 million to $87 million. Marschalk, which belongs to Interpublic Group, annexed a group of new accounts and assignments including Upjohn, Heublein, Vick's Health Care, Gillette and Stroh Light beer. It resigned Drackett Co.'s Endust. Contributing to Marschalk's broadcast total during the year were Coca-Cola, Drackett, Economics Laboratories (cleansers), Gillette, Sterling Drug, Thom McCann, Heublein and Paine, Webber, Jackson & Curtis.

33

McCaffrey & McCall □ McCaffrey & McCall experienced 11.5% growth in broadcast billings during 1980, to $58 million, with growth spread across all segments except network radio, which was flat. Two major accounts added by the agency in the last year were Exxon Office Systems Co., and St. Joe Mineral. The percentage of the company's business that is derived from broadcasting remained fairly constant over the two years, at 46% and 45% in 1980 and 1979, respectively. Among the company's major accounts are American Broadcasting Companies, Exxon, The Hartford Insurance Group, J.C. Penney and Texize.

8

McCann-Erickson □ The agency posted an estimated $15 million in broadcast gain in a year marked by account turnover. McCann acquired Texas Instruments, Wilson Foods, Nabisco, Lever Bros. (Promise margarine) and Mennen, while dropping Tampax, Savings & Loan Foundation and Jeno's. Represented in McCann's roster of broadcast advertisers were American Express, Bache, Halsey, Stuart, Shields, Coca-Cola, Lufthansa, Mennen, Pabst, Sony, Jeno's, Abbot Laboratories, Kraft, Sears, Roebuck & Co. and General Motors (Buick).

36

A. Meyerhoff □ This agency logged a 19.3% improvement in broadcast billings during 1980, up to $51.3 million from $43 million. Broadcasting represents 85% of the company's total advertising investments. The growth came totally in network television billings, which almost doubled to $33 million from $18 million. Spot television was down $5.7 million, network radio down $300,000 and spot radio down $500,000. Major accounts include American Home Products Boyle-Midway Division, Chicago Cubs and William Wrigley Jr. Co.

44

John Murray □ This house agency for American Home Products Corp. increased its TV-radio spending by about $2.2 million to reach an estimated $38.8 million in 1980. Murray invests heavily in television for American Home packaged goods. Included in the products assigned to Murray by American Home are Easy-Off Window Cleaner, Aerowax, Sani-Flush in Tank from Boyle-Midway Division and Anacin, Preparation H, Trendar, Sudden Beauty, Oxipor, Maximum Strength Anacin from Whitehall Laboratories.

15

Needham, Harper & Steers □ This agency added an extra $45 million to its broadcast billings for 1980, to bring the total to $227 million. Both TV and radio spending increased with particular emphasis on network TV and spot radio. Major broadcast advertisers for the year included Atlantic Richfield Co., Columbia Pictures, American Honda Co., Xerox Corp., Amtrak and ITT. New accounts added in 1980 were American Forest Institute, Bacardi Imports, Columbia Pictures, The Fairmont Hotel Co., the National Guard Bureau and Polaroid. Resigned accounts were Bristol-Myers and First International Services Corp.

6

Ogilvy & Mather □ Ogilvy reported an $11.7-million increase in broadcast spending in 1980 as TV billings climbed by $5.8 million and radio by a robust $5.9 million. Among the new accounts landed in 1980 were Publisher's Clearing House, Warner Amex Satellite Corp., Warner Cable, Hickory Farms and Schwinn bicycles. Ogilvy's broadcast clients include American Express, Block Drug, Bowery Savings Bank, Campbell Soup, General Foods, Lever Bros., Pepperidge Farm, Sears Roebuck & Co., Trans World Airlines, Mattel and KLM Royal Dutch Airlines.

38

Parkson Advertising □ With 90% of the agency's total billings derived from broadcast, Parkson spent over $50 million in that division. This figure is down about $6 million from 1979's total broadcast spending. Although radio billings remained steady at $100,000, network TV billings declined sharply by about $7 million. New accounts came from long-time clients J.B. Williams (new products: FVM capsules and Deep Down) and Nabisco (new assignment for Chedder Triangles, Snack Shapes and Wheatsworth). The agency reported no lost accounts.

34

Ross Roy □ An improvement of 8.2% was logged in broadcast billings at this agency in 1980, for a year's total of $52.5 million. Network radio billings took a dip, however, sliding $600,000 to $2.2 million. No major accounts were resigned during the year, and a principal account that was added was Upjohn Co.'s Unicaps vitamins, active in network and spot television and spot radio. Major clients include Chrysler Corp., K Mart and Uniroyal.

50

Sawdon & Bess □ This agency's broadcast billings primarily fell within the spot-TV category servicing such advertisers as J. Brannam, Kinney Shoes, Pontiac Dealers Association, Pulsar Watches, Woolco/Woolworth and Quality Bakers of America. Of Sawdon & Bess's $25.5 million in TV and radio accounts in 1980, spot TV accounted for $21.3 million, up from the previous year's $18 million, but billings were down $2.6 million in network TV and network and spot radio. Overall broadcast billings therefore showed a gain of $700,000. Major new accounts included Quality Bakers and Hudson-Mohawk Pontiac Dealers, with resignations from Sterling Optical and Hartford Pontiac Dealers.

29

Scali, McCabe, Sloves □ Impressive growth was scored by this agency in 1980, as broadcast billings soared 40% to $70 million, led by the almost tripling of its spot radio business, from $4 million to $11 million in billings. Television billings grew by $13 million, for a total of $58 million. All but two of the company's major accounts were active in spot television—the two were Sperry, which invests in network television (both participations and sponsorships) and spot radio, and Pioneer, which uses network television and network radio. Hertz and Prince Matchabelli were network television purchasers in addition to spot buyers; Volvo and American Can were active solely in spot; Purdue Chicken purchased both television and radio spot. During 1980 Scali, McCabe, Sloves added the Bulova Accutron account (to begin in 1981) as well as Mrs. Paul's Kitchens and Flushco.

22

SSC&B □ In its first full year as an Interpublic agency, SSC&B rolled up combined broadcast billings of $150.5 million, topping 1979 by more than $20 million. Major accounts added during the year included Olympus cameras, Sheraton hotels and Unitours. The agency also received new assignments from existing clients. Lost during 1980 was First National City Travelers Checks (now Citicorp Travelers Checks). SSC&B accounts investing in television and radio during 1980 included American Can, Amstar, Carnation Co., Gulf Oil Co., Lever Bros., Thomas J. Lipton Inc., Mennen, Noxell, Standard Brands and Sterling Drug.

46

Tatham-Laird & Kudner □ Broadcast billings at Tatham-Laird & Kudner were off more than 10% in 1980, with most of the drop coming in the spot radio portion of the company's accounts. Television billings at $38.4 million were virtually flat while radio billings fell from 1979's $4.3 million to $900,000. Accounts added during 1980 at the agency's Chicago office were Oscar Mayer & Co., Louis Rich Turkey Products, Jack Daniel Distillery and F. Korbel & Bros. New York accounts added were Miles Labs' Flintstones Vitamins co-op project, Aparacor, RCA SelectaVision videodisk direct marketing projects and American Frometics (cosmetics). A major account resigned from the New York office was Gurney Seed & Nursery.

2

J. Walter Thompson □ Broadcast billings at JWT swelled by $77.7 million, keeping the agency firmly riveted in the second spot in the compilation, outranked only by Young & Rubicam. Major account gains included 20th Century-Fox, California Milk Producers Advisory Board and H&R Block. Account defections included Abbott Laboratories and National Airlines. Among the long list of broadcast-active accounts in the Thompson portfolio during 1980 were Beatrice Foods, Burger King, Eastman Kodak, R.T. French, Lever Bros., Miles Laboratories, Pepsi-Cola, Samsonite, Scott Paper, Standard Brands, S.C. Johnson & Son, Kraft, Oscar Mayer, Schlitz Brewing, Ford Motor Co., and Uncle Ben's Foods.

31

Tracy-Locke □ This Dallas-based agency experienced a moderate gain of $6.2 million in broadcast spending. Most of Tracy-Locke's $60.3 million in broadcast billings can be attributed to accounts such as Frito-Lay, Shasta beverages, Phillips Petroleum, Mountain Bell Telephone and Haggar Co. During the year, the agency acquired Environmental Developers, Associates First Capital Corp., Taco John's restaurants, as well as additional products from Shasta and network assignments from Frito-Lay. Wilson Foods was the only major account resigned.

42

Waring & LaRosa □ The agency has been on a growth streak for the past few years and lands in the top 50 broadcast category for 1980, with TV-radio billings of $40.8 million. During the year it acquired SCM Corp. and Julius Wiles Sons & Co. Among its more active broadcast accounts were Ragu Foods, Adolph's Inc., Prince Matchabelli, Cutex, Smith-Corona, Julius Wile and Swissair.

43

Warwick, Welsh & Miller □ Overall radio and TV billings for this agency were up more than 11% to $40.7 million, representing 44% of Warwick, Welsh & Miller's domestic billing. Broadcast-active accounts include U.S. Tobacco, Benjamin Moore, Economics Laboratory, Burlington Industries, Brooke Bond Foods, King Cola, Lehn & Fink and Plough. During the year, Warwick, Welsh & Miller reports no major accounts lost but new business from Berio Importing (olive oil, spanish olives), Drake America (export marketing), Grolsch Importers (beer) and Prince Manufacturing (tennis racquets).

16

Wells, Rich, Greene □ Almost half of WRG's $10.7-million increase in billings in 1980 could be traced to radio, which showed a gain to $19.2 million from $14.5 million in 1979. It was a highly active account-shift year at WRG, on both the plus and minus sides. Acquired during 1980 were Chase Manhattan Bank, Hawaiian Tropic, Hills Bros., Pacific Pearl Seafood, Southwestern Bell and Ralston Purina (Wheat and Raisin Chex). Lost during the year were Citibank, Columbia Pictures, Handy Dan, Northwestern Arizona Trust, Olympus cameraa and Louis Rich. In the agency's extensive roster of TV-radio clients were Bic Pen, Diners Club, Ford, Miles Laboratories, Olympus, J.C. Penney, Procter & Gamble and Foodmaker Inc. (restaurants). There was speculation that the agency might lose one of its larger accounts, Braniff International, which bills between $18 million and $20 million. Contributing factors are the departure from the airlines of Harding L. Lawrence (husband of WRG chairman Mary Wells Lawrence) and the pending merger of Braniff with Eastern Airlines. In the event of a merger, there is talk that the combined account will move to Young & Rubicam, Eastern Airlines' agency.

1

Young & Rubicam □ For the third straight year, Young & Rubicam is in first place in BROADCASTING's top 50 ranking, reporting $745.1 million in broadcast billings, a jump of $71.7 million. Television rose by $74 million and radio by $7.7 million. New business and assignments came from Miller Brewing, CBS Publishing Division, J&J McNeil Laboratories, Heublein's, Harrah's, U.S. Postal Service, CIT Financial Resources, Jenn-Air, Terminex and West Bend Home Appliances. Accounts lost during year included *New York Daily News* and *People* magazine. Represented on Y&R's long list of clients during 1980 were American Home Products, Dr Pepper, Eastern Air Lines, Frito-Lay, Eastman Kodak, General Electric, General Foods, Gulf Oil, Johnson & Johnson, Kentucky Fried Chicken, Lincoln-Mercury, Lipton, Oil of Olay, Time Inc., Union Carbide, Procter & Gamble, Warner-Lambert, Clorox, E&J Gallo Winery and Merrill, Lynch, Pierce, Fenner & Smith.

"There's always a good movie on HTN"

The smart cable operators are target tiering with HTN — the $3.95 G/PG movie channel — going after the 40% who don't take pay TV because it's too expensive or because they object to R-rated material in their homes.

HOME THEATER NETWORK

Start target tiering.

Call HTN. 207/774-0300.

Ratings Roundup

Despite its third-place showing for the week ended Jan. 18, NBC-TV in the new year continues to give ABC-TV a run for second place behind CBS-TV. Only a third of a rating point separated the two networks in prime time with ABC scoring an 18.6 rating and 29 share to NBC's 18.3/28. A week earlier the scores were closer still, with NBC ahead but just barely: 18.4/28 to 18.3/28.

First place again went to CBS-TV with a 20.0/31, making it three wins in a row and victory in nine out of the past dozen weeks including one tie with ABC. ABC took the other two weeks since Oct. 27, when both those networks claim their 1980/81 seasons began.

For the week through Jan. 18, NBC continued its "Phase III" premieres, coming up with no immediate blockbusters but claiming success-of-sorts even with numbers such as 14.7/23 for the launch of *Nero Wolfe*, scheduled against CBS's *Dukes of Hazzard* at 9 p.m. Friday. NBC said that was the best score it has had in that time period since last fall. Similarly, NBC's new *Walking Tall*, against ABC's *Love Boat*, was said to have brought the highest numbers Saturday at 9 p.m., since last March: 17.5/28.

Such explanation, however, wasn't necessary for *Harper Valley PTA*, which earned a 20.1/32 and won its time period as Friday's half-hour opener. On Tuesday, a special two-hour episode of the revamped *BJ and the Bear* also fared well with a 21.8/32. Less auspicious however were Thursday's two hours with a new *Buck Rogers*, 16.7/25, and the first regular half-hour of the new *Sanford*, which lost much of *Harper Valley's* audience and came through with only a 15.3/24.

The First 20

1.	*Dallas*	CBS	33.4/55
2.	*60 Minutes*	CBS	32.6/49
3.	*Dukes of Hazzard*	CBS	27.8/43
4.	*One Day At A Time*	CBS	25.3/36
5.	*Little House on the Prairie*	NBC	24.2/34
6.	*M*A*S*H*	CBS	23.9/34
7.	*Bob Hope Anniversary Special*	NBC	23.8/35
8.	*Love Boat**	ABC	23.5/38
9.	*Three's Company*	ABC	22.5/33
10.	*Magnum, P.I.*	CBS	22.3/33
11.	"Terror Among Us" (movie)	CBS	22.2/36
12.	"Dynasty" (premiere in movie form)	ABC	22.2/32
13.	*Waltons*	CBS	22.0/32
14.	*House Calls*	CBS	21.8/32
	BJ & the Bear	NBC	21.8/32
16.	*Real People*	NBC	21.6/32
17.	*Too Close for Comfort*	ABC	21.2/31
18.	*Alice*	CBS	21.2/30
19.	*Fantasy Island*	ABC	21.0/37
20.	"The Choirboys" (movie)	ABC	20.6/32

The Final Five

63.	*White Shadow*	CBS	13.5/20
64.	*Catastrophe! No Safe Place (special)*	ABC	11.0/17
65.	*Secrets of Midland Heights*	CBS	9.7/17
66.	*NBC Magazine*	NBC	9.4/15
67.	*Freebie & the Bean*	CBS	9.1/15

Monitor

In the marketplace . . . Group One Television's 30-minute comedy special, *Leave 'Em Laughing*, will be syndicated by Syndicable, Inc., Jericho, N.Y. to cable, subscription and pay TV markets while Video Tape Network, Inc., New York will syndicate program to college market. *Ms. Magazine* and Home Box Office are developing *Ms.* special on *The American Woman in the 29th Century* for fall entry.

◆

Tennis netted. USA Network has signed "most extensive single contract in the history of professional tennis on television." Agreement with ProServ Television calls for USA to broadcast minimum of 14 tournaments in 1981 and 1982. New package will incorporate Masters and Colgate Women's Series for which USA had already secured coverage; other tournaments in deal are French Open, Suntory Cup, Seiko, *Washington Star*, Canadian Open and U.S. Pro Championships.

◆

Bravo in Houston. Bravo, cultural pay-cable service included in Rainbow programing package, announced plans to tape two performances of Houston Symphony Orchestra Jan. 31 and Feb. 1.

◆

Disney promos home video. Walt Disney Telecommunications has launched price-cutting dealer and consumer promotion campaign retroactive to Dec. 1, 1980. Disney has authorized home videocassette dealers are being offered "license one, get one free" option through March 31. Consumers are being offered free rental of Mickey Mouse program and discount on second program.

◆

Production split. Viacom and Kelly Brothers have parted ways on planned *Weeknight* prime-access magazine strip, with Kelly expected to announce new distributor this week. Strip has been sold in 15 markets so far.

◆

Universal expansion. Entertainment industry's leading prime-time network supplier is going into first run-pay TV and home video production. According to Universal Television President Donald Sipes, Universal is now developing programing to meet "the new challenges and possibilities of the booming TV marketplace." Universal, which will have nine hours of series on networks in January, will distribute to home market in both videodisk and videocassette formats. Sipes declined to provide specific details of new production effort.

Add the POWER of POSITIVE THINKING to your Public Service Programming

If ever there was a time for Positive Thinking it is NOW! Don't miss the opportunity to provide the down-to-earth advice of NORMAN VINCENT PEALE to your radio audience.

America's best known speaker and author of "The Power of Positive Thinking" speaks weekly on such topics as: *An Exciting New Day Every Day, Life That's Really Great, Why Be Tense and Uptight?.* These programs are 30 minutes in length, and there is no program charge or direct solicitation. Inquire also about special holiday programming in :10, :30, and :60 second formats.

For further information write or call: Jeanne Akers
1025 Fifth Avenue
New York, New York 10028
(212) 688-8242

FCL Produced by the Foundation for Christian Living • Pawling, New York 12564

AM actions

■ WNAG(AM) Grenada, Miss. (AM: 1400 khz, 1 kw-D, 250 w-N)—granted assignment of license from Grenada Broadcasting Co. to Chatterbox Inc. for $300,000. Seller: Birney Imes Jr., who also owns WROX(AM) Clarksdale, 97.4% of WCBI(AM) and 25% of WCBI-TV Columbus, all Mississippi. He is also 60% owner of Commercial Dispatch Publishing Co.—Columbus daily newspaper publiser—which owns KDUB-TV Dubuque, Iowa and 85% of WBOY-TV Clarksburg, W.Va. Buyer: Robert E. Evans and wife, Dorothy (50% each). They own WQXB(FM) Grenada. Action Jan. 7.

■ KWYQ(AM)-KLWD(FM) Sheridan, Wyo. (AM: 1410 khz, 5 kw-D, 500 w-N; FM: 96.5 mhz, 25 kw)—Granted assignment of license from Big Horn Communications Corp. to Community Media Inc. for $937,500. Seller: William R. Sims who owns 51% each of KVSF(AM) Santa Fe, N.M.; KUGR(AM) Green River, Wyo., and KSAA(FM) Casa Grande, Ariz. Buyer: David F. Palmerlee, Senator Malcolm Wallop (R-Wyo.) and Stan Huckaby (one third each). Palmerlee is Sheridan attorney. Wallop, who assumed office in 1977, also owns ranch in Sheridan. Huckaby is Washington political financial consultant. They have no other broadcast interests. Action Jan. 7.

FM actions.

■ KBLE(FM) Seattle (FM: 93.3 mhz, 100 kw)—granted transfer of control of KBLE(FM) Inc. from shareholders (100% before; none after) to First Media of Washington Inc. (none before; 100% after). Consideration: $3.4 million. Principals: George A. Wilson and Lamar N. Ostrander Family Trust (50% each). They also own KASA(AM) Phoenix, Arix.; KMLE(FM) Chandler, Ariz.; KBLE(AM) Seattle, and KARI(AM) Blaine, Wash. Buyer: First Media Corp. (100%) which is owned by Richard E. Marriott and family. He is vice president of Marriott Corp., publicly held world wide hotel and restaurant chain. They also own WPGC-AM-FM Morningside, Md., KAYK-AM-FM Provo, Utah,KOPA-AM-FM Scottsdale, Ariz., KFMK-FM Houston and WZGC(AM) Atlanta. Action Jan. 13.

Facilities Changes

AM applications

■ WABB(AM) Mobile, Ala.—Seeks construction permit to change freq. from 1480 khz to 1160 khz increase power from 5 kw to 10 kw-D; decrease power to 1 kw-N; change SL: 1551 Springhill, Mobile Alabama and make changes in ant. sys. Ann. Jan. 12.

■ WMRO(AM) Aurora, Ill.—Seeks mod. of CP to change freq. from 1280 khz to 1200 khz; increase D power from 2.5 kw to 10 kw; increase N power from 500 to 1 kw., change TL to Mill Road .22 Miles off state route 31. Ann. Jan. 12.

■ WFKN(AM) Franklin, Ky—Seeks CP to increase power from 250 w to 1 kw. Ann. Jan. 12.

■ WKCM(AM) Hanesville, Ky—Seeks CP to change hours of operation to U by adding N service with 1 kw, DA-N; change freq. from 1140 khz to 1160 khz and make changes in ant. sys. Ann. Jan. 12.

■ WLIB(AM) New York, NY—Seeks CP to change hours of operation to U by adding N service with 10 kw; change freq. from 1190 khz to 1200 khz and make changes in ant. sys. Ann. Jan. 12.

■ WJJQ(AM) Tamahawk, Wis.—Seeks CP to change hours of operation to U by adding 1 kw-N service and change freq. from 810 khz to 640 khz and make changes in ant sys. Ann. Jan. 12.

FM applications

■ KSFH(FM) Mountain View, Calif.—Seeks CP to change freq. to 87.9 mhz. Ann. Jan. 12.

■ WOKD(FM) Arcadia, Fla.—Seeks CP to increase HAAT: 296.59 H&V. Ann. Jan. 12.

■ WCIE(FM) Lakeland, Fla.—Seeks CP to change freq. to 91.1 mhz; change TL to 2.7 miles West of S.R. 35-A on Griffin Knight Station Rd. near Kathleen, Florida; increase ERP to 100 kw H&V. Ann. Jan. 12.

■ WRBB(FM) Boston, Mass.—Seeks CP to change freq. to 104.9 mhz. change TL to 50 Leon St., Boston, Mass., change to .185 kw; and make changes in ant. sys. Ann. Jan. 12.

■ KMHD(FM) Gresham, Ore.—Seeks mod. of CP to change freq. to 89.1 mhz, and increase ERP to 50 kw H&V. Ann. Jan. 12.

■ KRRC(FM) Portland, Ore.—Seeks CP to change freq. to 107.5 mhz. and change ERP to .0077 kw H&V; HAAT to minus 50.4' H&V, also changes in trans. and ant. sys. Ann. Jan. 12.

■ WTIJ(FM) Bellows Falls, Vt.—Seeks mod. of CP to change TL to Mt. Kingsbury, Acworth, N.H. and change ERP to .820kw H&V and make changes in ant. sys. Ann. Jan. 12.

■ WPUV(FM) Bellows Falls, Vt.—Seeks CP to change TL and SL; also change ERP to .180 kw H&V; HAAT to 1212.3' H&V, change type of trans. and make changes in ant. sys. Ann. Jan. 12.

AM actions

■ KXEX(AM) Fresno, Calif.—Granted mod. of CP to make changes in ant. sys.; change TL to Marks Avenue approximately 1150 ft. S. of Church Street, near Fresno, Calif.; and change type trans., conditions (BMP-800813AQ). Action Jan. 7.

■ WSDR(AM) Sterling, Ill.—Dismissed applications for CP to make changes in ant. sys. (BP-20,953). Action Jan. 8.

■ WBME(AM) Belfast, Me., Granted CP to change hours of operation to U by adding N service with 250 w; increase D power to 1 kw; conditions (BP-800619AF). Action Jan. 8.

■ KFOR(AM) Lincoln, Neb. Dismissed application for CP to increase N radiation efficiency (BP-20,975). Action Jan. 8.

■ KENR(AM) Houston, Tex.—Granted CP to make changes in ant. sys.; conditions (BP-800206AD). Action Jan. 7.

■ KCCR(AM) Pierre, S.D.—Granted CP to change TL to Issac Walton Road, Pierre, S.D.; conditions (BP-801022AF). Action Jan. 13.

■ KIXX(AM) Provo, Ut.,—Dismissed application for request waiver of Section 73.1201(b)(2) of the Rules to identify as Provo-Orem, Utah. Action Jan. 9.

FM actions

■ *KLRE(FM) Little Rock, Ark.—Granted request for SCA on subcarrier frequency of 67 khz (BSCA-801212AI). Action Jan. 9.

■ KXTC(FM) Glendale, Ariz.—Granted CP to increase ant. height 880 ft. (H&V); change TL to Top of Shaw Butte, Phoenix, Ariz., and make changes in ant. sys. (BPH-800512AA). Action Jan. 9.

■ *KKUP(FM) Cupertino, Calif.—Granted CP to increase ERP .042 kw (H&V), ant. height 2270 ft. (H&V) and make changes in ant. sys. change type trans. and ant. change from Class "D" to Class "A" (BPED-791121AC). Action Jan. 9.

■ *KPCC(FM) Pasadena, Calif.—Granted CP to increase ERP 30 kw (H&V), ant. height 670 ft. (H&V); change TL to Flint Peak, South Chevy Chase Dr., and Linda Vista Streets, Glen Dale, Calif. (BPED-800201AK). Action Jan. 9.

■ *KMSA(FM) Grand Junction, Colo.—Granted CP to increase ERP 500 w (H&V), ant. height −382 ft (H&V) (BPED-791226BD). Action Jan 9.

■ KYNR(FM), Pueblo, Colo.—Granted request for SCA on a subcarrier freq. of 67 khz (BSCA-800812AE). Action Jan. 9.

■ WWBA(FM) St. Petersburg, Fla.—Granted request to identify as WWBA(FM). Action Jan. 2.

■ WEAS(FM) Savannah, Ga.—Granted request for SCA on a subcarrier freq. of 67 khz (BSCA-801212AH). Action Jan. 9.

■ WGLO(FM) Pekin, Ill.—Granted CP to change TL to High Point Road, E. Peoria, IL., ant. sys. (increase height), ERP .560 kw (H&V), antenna height 640 ft. (H&V) (BPH-11097). Action Jan. 9.

■ KJHK(FM) Lawrence, Kan.—Granted CP to increase ERP to 100 w (H&V); antenna height 275 ft. (H&V) (BPED-791226AX). Action Jan. 9.

■ *KSDB(FM) Manhattan, Kan.—Granted CP to increase ERP 105 w (H&V), antenna height −38 ft. (H&V) (BPed-791226DH). Action Jan. 13.

■ *KOVF(FM) Kearney, Neb.—Granted CP to increase ERP 1 kw (H&V), antenna height 120 ft. (H&V) (BPED-791226BZ). Action Jan. 13.

■ WVNJ-FM Newark, NJ.,—Granted CP to make changes in ant. sys.; change type trans. and ant., increase ERP 28 kw (H), 27 kw (H); decrease ant. height 670 ft. (H&V); conditions (BPH-801105AE). Action Jan. 7.

■ KOZZ(FM) Reno, NV.—Granted mod of CP to decrease ERP to 75 kw (H&V), increase ant. height 2180 ft. (H&V); and change TPO (BMPH-801028AO). Action Jan. 7.

■ KDDC(FM), Denton, Tex.—Granted request for waiver to identify as Denton-Dallas, Tex. Action Jan. 2.

■ WENA(AM) Penuelas, P.R.—Granted CP to increase power to 1 kw; install new trans. conditions (BP-790514AA). Action Jan. 7.

■ WUSW(FM) Lebanon, Tenn.—Granted request for SCA on a subcarrier freq. of 67 khz. (BSCA-801031AJ) Action Jan. 7.

TV actions

■ KCBA(TV) Salinas, Calif.—Granted CP to change SL to Sherwood Dr. at E. Carneros, Salinas, and operate trans. by RC. Action Dec. 9, 1980.

■ WESH-TV Daytona Beach, Fla.—CP granted to operate main and aux. trans. by RC from 1501 Minnesota Ave., Winter Park, Fla. Action Dec. 3, 1980.

■ KNBN(TV) Atlanta—Application granted to operate trans. by RC from 3333 Harry Hines Blvd., Dallas, Tex. Action Dec. 9, 1980.

■ WKHA(TV) Hazard, Ky.—CP to change type of trans. Action Dec. 8, 1980.

■ WKPI(TV) Pikesville, Ky.—CP to change type of trans. Action Dec. 8, 1980.

■ WNEM(TV) Bay City, Mich.—CP to operate trans. by RC from 107 N. Franklin St., Saginaw, Mich. Action Dec. 11, 1980.

■ WKAR(TV) East Lansing, Mich.—CP to operate trans. by RC from 600 Kalamazoo St., East Lansing,

Summary of broadcasting

FCC tabulations as of Nov. 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,572	3	0	4,575	119	4,694
Commercial FM	3,267	2	3	3,272	137	3,409
Educational FM	1,085		1	1,086	72	1,158
Total Radio	8,824	5	4	8,833	328	9,261
Commercial TV						
VHF	517	1	0	519	10	528
UHF	233	0	0	233	92	325
Educational TV						
VHF	101	1	4	106	6	112
UHF	155	2	5	162	15	177
Total TV	1,006	4	9	1,019	123	1,122
FM Translators	344	0	0	344	179	523
TV Translators						
UHF	2,572	0	0	2,572	251	2,823
VHF	1,362	0	0	1,362	498	1860

*Special temporary authorization

**Includes off-air licenses

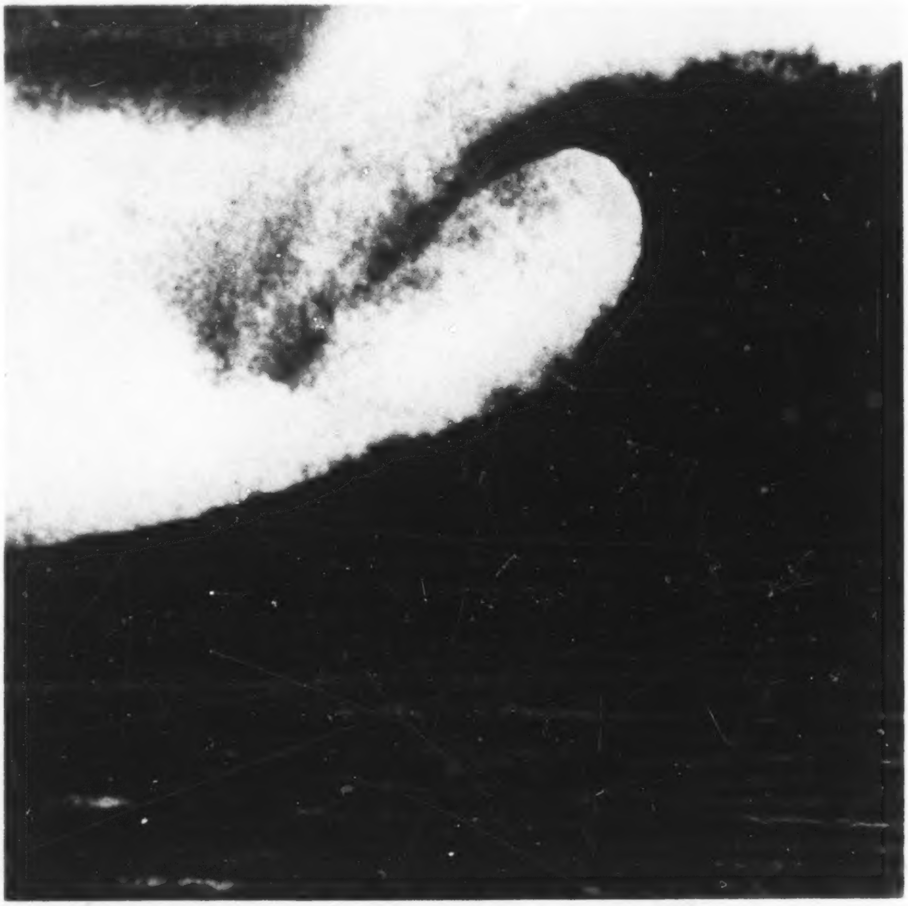
Prospectus on the Reagan FCC □ The coming wave of videodisks □ Good news from the high court

Broadcasting ® Feb 2

The News Magazine of the Fifth Estate □ Vol. 100 No. 5

Our 50th Year □ 1981

2/10/81 C1750-1 U



Wave of the future!

SEE PAGES 2 AND 3

20014KENNEP2098 ZWZ APR/81
J P KENNEDY
CIS **SAMPLE
4520 EAST WEST HWY
SUITE 800
WASHINGTON DC 20014

The First 50 Years Of Broadcasting

1946 □ PAGE 77

Broadcasting Feb 2

The Week in Brief

TOP OF THE WEEK

EMERGING SHAPE OF FCC ☐ Nothing's official yet and Ferris is still there, but recast commission will be more accommodating to regulated industries than its predecessor. Still missing is minority member. **PAGE 23.** The Ferris plan for pension at 48. **PAGE 24.**

WESTINGHOUSE WAIVER ☐ FCC grants temporary bypass of crossownership rules. It permits WBC's 28% purchase of Teleprompter. **PAGE 25.**

BUSH ASKS HELP ☐ Vice President uses TVB satellite hook-up to 40 cities to solicit businesses' help in administration's effort to straighten out U.S. economy. **PAGE 26.**

HIGH COST OF DEFENSE ☐ NAB board, meeting in Scottsdale, Ariz., discusses expected budget deficit caused by fight against spectrum expansion. It also approves reimbursement for chairman, comes out of closet against 9 khz expansion, and hears ANPA's plea for help against AT&T. **PAGE 27.**

GETTING ITS ACT TOGETHER ☐ House Energy and Commerce Committee organizes its unit. Dingell chairs full committee; Wirth heads new Subcommittee on Telecommunications, Consumer Affairs and Finance. **PAGE 29.**

SPECIAL REPORT

YEAR OF VIDEODISK ☐ That's how 1981 may be remembered as new developments come up in home video revolution. Analysts believe innovations will dramatically increase communications-entertainment-information explosion and have important effect on other segments of U.S. television system. **PAGE 34.**

LAW & REGULATION

WINS FOR BROADCASTERS ☐ Supreme Court rules in Chandler v. Florida case that Constitution doesn't ban cameras from courts. **PAGE 43.** Highest court also refuses to review appeals court *60 Minutes* decision. **PAGE 50.**

JOURNALISM

WEISBADEN TO WASHINGTON ☐ Broadcast media follow former hostages' story from West Germany to celebration in nation's capital. **PAGE 52.**

MEDIA

ABC OPTS FOR LOW POWER ☐ Applications are filed for 100-watt TV stations in five markets in which network already has VHF's. Outlets would offer pay and special-interest programing. **PAGE 60.**

PULPITS AND POLITICS ☐ It wasn't on official agenda of joint convention of National Religious Broadcasters and National Association of Evangelicals last week, but mixture is alternately urged and deplored by participants. **PAGE 61.** FCC's Brown minces no words as he tells his fears about "us and them" philosophies of groups such as Moral Majority. **PAGE 62.**

TECHNOLOGY

BY THE NUMBERS ☐ SMPTE's annual TV conference will again examine digital television system in quest for compatible worldwide standard. **PAGE 66.**

BUSINESS

MAN FROM ARCO ☐ Here's further look at Thornton Bradshaw, RCA's new chairman, and what his appointment may bring. **PAGE 68.**

PROGRAMING

AUDIENCE FACELIFT ☐ Harvard conference participants see program specialization as key to TV's future. They also expect DBS and cable to give networks run for money. **PAGE 72.**

1946

THE 'BROADCASTING' YEARS ☐ In America's first postwar year, FM and TV proponents redoubled efforts to secure places among media. Setting itself up as judge of programing, FCC issued its Blue Book of guidelines. And Jimmy Petrillo was still highly visible, pressing more demands for his American Federation of Musicians. **PAGE 77.**

PROFILE

NAME OF HIS GAME: SPORTS ☐ Chet Simmons has fond boyhood memories of Grantland Rice era of sport glories. That's why he's happy that his career has continued in that vein and brought him to presidency of Entertainment and Sports Programing Network. **PAGE 105.**

Index to departments

Business Briefly 10
Changing Hands 64
Closed Circuit 9
Datebook 16
Editorials 106
Fates & Fortunes 99
For the Record 82
In Sync 67
Monday Memo 15
Monitor 73
Open Mike 18
Playback 74
Stock Index 103
Washington Watch 51

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ Accuracy in Media 58 ☐ American Chiropractic Association 61 ☐ American Speech-Language Hearing Association 42 ☐ Ampex 40-41 ☐ BBI Communications 50 ☐ Back to God 46 ☐ Blackburn & Co. 64 ☐ Broadcast Personnel 99 ☐ Broadcast Programing International 101 ☐ Churchill Productions 14 ☐ Enterprise Radio 20-21 ☐ Exxon 22 ☐ Field Communications 76 ☐ Filmways 4-5 ☐ Harris 19 ☐ Ted Hepburn 65 ☐ Hughes Helicopter 53 ☐ Katz 6 ☐ MIP-TV 71 ☐ Robert O. Mahlman Inc. 56 ☐ Metromedia Producers Corp. 11, 43, 51, 59, 63, 67, 75 ☐ Microwave Associates Communications 47 ☐ New York University 73 ☐ Noble Broadcast Consultants 31 ☐ Paramount 32-33 ☐ Pulitzer Broadcast Group 8 ☐ RKO Radio inside back cover ☐ Rose Poster Printing 83 ☐ Standard Rate & Data Service 86 ☐ State Farm Insurance 57 ☐ Joe Sullivan & Associates 44 ☐ TM Programing 15, 62, 74 ☐ UCLA Law School 37 ☐ United States Postal Service 45 ☐ Viacom front cover, inside front cover/pages 3, 12-13 ☐ Ward Beck back cover ☐ Warner Brothers-TV 39 ☐ Westwood One 10 ☐ World Vision International 54-55 ☐ Worldvision 48-49 ☐ Youngs, Walker & Co. 66 ☐

Richardson-Merrell ☐ Tiger's Milk. Begins March 16 for two weeks in under 10 markets. Fringe times. Agency: LaMarca Group, New York. Target: women 18-49.

RADIO ONLY

General Motors Corp. ☐ Saginaw steering gear division. Begins March 2 for four weeks in 13 markets. Agency: Leo Burnett, Southfield, Mich. Target: adults, 25-34; adults, 25-49.

Ford Motor Co. ☐ Tractors. Begins in March for two weeks in about six markets. Agency: Meldrum & Fewsmith Inc., Southfield, Mich. Target: men, 35-64.

Milnot ☐ Canned milk. Begins in March for four weeks in Peoria, Ill.; Springfield, Mo.; Columbia-Jefferson City, Mo., and Ardmore-Ada, Okla. Agency: Batz-Hodgson-Neuwoehner Inc., St. Louis. Target: women, 25-54.

AAA ☐ Autmobile club. Begins Feb. 9 for three-to-four weeks in six markets. Agency: Della Femina Travisano, New York. Target: adults, 25-49.

Velsicol Chemical Corp. ☐ Agricultural products. Begins March 15 for 10 months in 27 markets. Farm programing. Agency: Kenrick Advertising Inc., St. Louis. Target: women, 25-54.

Michigan Apple Commission ☐ Begins in Feb./Mar. for two weeks in 12 markets. Agency: Baker, Abbs, Cunningham & Klepinger Inc., Birmingham, Mich. Target: women, 25-54.

Republic Auto Parts ☐ Auto part franchise. Begins March 23 for 12 weeks through Sept. in Seattle-Tacoma; Spokane, Wash.; Denver; Portland, Ore.; Los Angeles; Anchorage, Alaska; Albany-Schenectady-Troy, N.Y.; Hartford, Conn., and various Michigan markets. Agency: Starr Advertising Inc., Northville, Mich. Target: men, 18-49.

Jolly Rancher ☐ Hard candies. Begins March 16 for 10 weeks in 22 markets. Agency: Sam Lusky & Associates, Denver. Target: total children; women, 18-49.

Tennessee Donuts. ☐ Begins Feb. 23 for four weeks in St. Louis and Memphis. Morning drive, middays and afternoon drive times. Agency: Les Hart Agency Inc., Nashville. Target: adults, 25-49.

Illinois State Lottery ☐ Begins Feb. 7 for four weeks in various Illinois markets. Morning drive, middays and afternoon drive times. Agency: Lee King & Partners, Chicago. Target: adults, 18-49.

New West Corp. ☐ Condominium conversions. Begins in February for various flights in Portland, Ore., Dallas and Phoenix. Agency: Sam Lusky & Associates, Denver. Target: adults, 25-54.

Mountain Bell Telephone ☐ Customer guide. Begins this week for two weeks in under five markets. Morning drive times. Agency: Tracy-Locke Advertising, Denver. Target: adults, 18 and over.

Whitman ☐ Chocolates. Begins Feb. 11 for three days in under 12 markets. Morning drive, middays and afternoon drive times. Agency: The Haworth Group, Minneapolis. Target: adults, 18-54.

Ad Vantage

Radio demographics. Blair Radio analysis shows that in 1980, 25-54 age group was single most requested demographic, representing 22.8% of availabilities. It was followed by 18-34 category, amounting to 15.5%, and 18-49, accounting for 14.2% of 1980 opportunities. Blair said it has considered request as opportunity regardless of duration of campaign, but in 1981, it plans to include in report number of weeks campaign is to run.

☐

Fall figures. After a dip in October, network TV sales in November climbed 2.6% above year-before levels, bringing the total for the first 11 months of 1980 to almost $4.7 billion, 10.3% above the level for the same period of 1979, the Television Bureau of Advertising reported last week, based on estimates compiled by Broadcast Advertisers Reports.

The October drop, originally estimated at about 4% below the October 1979 total ("Closed Circuit," Jan. 19), proved to be only 1.1%, according to the TVB-BAR count. With the January-November total running well ahead of the 1979 period, chances appeared good that December would carry the year over the $5-billion mark for the first time ("Closed Circuit," Jan. 19). Less than $400 million in December was needed to do the trick.

The TVB-BAR report follows:

October

	1979	1980	% chg.
Daytime	$174,758,700	$178,796,500	+2.3
Mon.-Fri.	107,400,400	107,683,000	+0.3
Sat.-Sun.	67,358,300	71,113,500	+5.6
Nighttime	353,194,600	343,318,200	-2.8
Total	$527,953,300	$522,115,700	-1.1

November

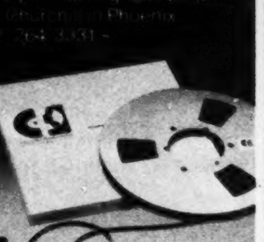
	1979	1980	% chg.
Daytime	$179,799,800	$193,045,200	+ 7.4
Mon.-Fri.	116,268,100	110,477,800	− 5.0
Sat.-Sun.	63,531,700	82,567,400	+30.0
Nighttime	346,148,200	346,682,600	+ 0.2
Total	$525,948,000	$539,727,800	+ 2.6

January-November

	1979	1980	% chg.
Daytime	$1,442,119,000	$1,609,148,000	+11.6
Mon.-Fri.	950,110,000	1,073,412,300	+13.0
Sat.-Sun.	492,009,000	535,735,700	+ 8.9
Nighttime	2,809,229,600	3,080,789,800	+ 9.7
Total	$4,251,348,600	$4,689,937,800	+10.3

WDOK
Cleveland
plays our
music
beautifully!

[illegible] contacting Tom Mount [illegible] Tom Churchill in Phoenix [illegible] 602 264-3331



Churchill Productions
1130 E. Missouri, Suite 800, Phoenix, Arizona 85014

Ratings Roundup

Despite Super Bowl XV on competitor NBC-TV, CBS-TV came through with another prime-time victory for the week ended Jan. 25. The game's 44.4 rating and 63 share bolstered NBC's average but only as far as a close second; "Super Sunday," in fact, was NBC's only winning night.

For the entire prime-time schedule, CBS won with a 20.2/31 to NBC's 19.9/30 and ABC-TV's 18.0/27.

The Oakland versus Philadelphia Super Bowl broke no rating records. It tied with Oakland's last time in the Super Bowl in 1977.

Super Bowl action wasn't the only programing to make Jan. 19-25 an unusual week. On Tuesday (Jan. 20), all three networks covered the return of the former hostages from 8 to 9:30 p.m. with ABC highest in the ratings at 22.3/31 to CBS's 21.2/30 and NBC's 18.1/25 (BROADCASTING, Jan. 26). Since both NBC's and ABC's coverage was sustaining (without commercial interruption), only CBS's score was counted in the averages.

Hostage coverage wasn't the only sustaining programing of the week. From 7 to 8 p.m., against the first prime-time hour of the Super Bowl, ABC sustained the animated special *Scooby Goes Hollywood,* in effect sparing its overall average from what likely would have been low numbers. By comparison, CBS went with its normal hit, *60 Minutes,* and managed to come up with only an 18.0/25.

Elsewhere, the hour ABC sold to the Inaugural Committee for the *All-Star Inaugural Gala* Monday night at 10 p.m. provided good one-shot ratings: 22.3/37.

The First 20

1.	*Super Bowl XV*	NBC	44.4/63
2.	*Dallas*	CBS	36.4/58
3.	*Dukes of Hazzard*	CBS	29.1/45
4.	*M*A*S*H*	CBS	26.3/37
5.	*Trapper John, M.D.*	CBS	25.6/41
6.	*Super Bowl XV* (postgame special)	NBC	25.5/37
7.	*The Jeffersons*	CBS	24.8/36
8.	*Little House on the Prairie*	NBC	24.8/35
9.	*20/20-The Secret Negotiations*	ABC	24.6/40
10.	*Love Boat*	ABC	24.2/39
11.	*Three's Company*	ABC	24.0/34
12.	*House Calls*	CBS	23.4/34
13.	*All-Star Inaugural Gala*	ABC	22.3/37
14.	*The Waltons*	CBS	22.2/34
15.	*Real People*	NBC	22.2/32
16.	*Fantasy Island*	ABC	21.8/38
17.	*Hart To Hart*	ABC	21.8/32
18.	*CBS News Special Report* (Tues.)	CBS	21.2/30
19.	*Barney Miller*	ABC	21.0/31
20	*Dynasty*	ABC	21.0/30

The Final Five

63.	*Flamingo Road*	NBC	13.1/22
64.	*Hill Street Blues* (Thurs.)	NBC	11.5/19
65.	*Oklahoma City Dolls* (made-for-TV movie)	ABC	11.5/18
66.	*Secrets of Midland Heights*	CBS	10.7/19
67.	*NBC Magazine*	NBC	9.5/15

portrayed to be less rational and stable "and much more violent" than other characters.

The study further notes that older and lower-income people are much less likely to have a favorable image of science, no matter how much television they watch. But light television viewers among the younger, middle-aged, better-educated and higher-income individuals had significantly more favorable images of science than heavy television viewers from similar backgrounds.

Premiere and pay-TV market: uneasy detente

HBO executive Fuchs, in light of court injunction, sees peaceful co-existence for a time

Heading off speculation that the joint venturers involved in the Premiere pay-TV network may want to withhold their motion picture product from Home Box Office and the pay-TV market, HBO programing senior vice president Michael Fuchs predicted "a period of normalcy" while Premiere's operations are stymied by a court injunction.

Fuchs told a meeting of the Television Critics Association in Hollywood: "We don't have a business without the movie companies, and I believe they need us. I cannot fault them from trying to seize the distribution and trying to take over the business. I think it's a damn good business, but I think the court has shown that's not the way to do it."

Instead, Fuchs emphasized, "we have to exist peacefully."

The HBO executive estimated pay TV companies will spend $250 million this year on motion picture product, closing in on network feature acquisition budgets and making purchases by syndication TV "minuscule" in comparison. Fuchs hinted that if he were a movie producer he'd "want to see that pay TV money coming in from the product," even if he were involved in the Premiere venture. The four studios that joined Getty Oil Co. in backing Premiere are Columbia, MCA (Universal), Paramount and 20th-Century-Fox.

CBS claims most women TV viewers

CBS Television staked a claim last week as the leading network among young women viewers while continuing its dominance among all women viewers during prime-time television.

Basing its claim on the November 1980 Nielsen sweeps, CBS said for the first time in many years it had supplanted ABC among younger viewers. CBS said that among women 18-49, it showed a 22% increase to 7,810,000 per prime-time minute while ABC declined by 14% to 7,120,000 and NBC by 9% to 5,580,000. In the 18-34 women group, CBS's audience climbed by 24% to 4,662,000 while ABC's fell by 12% to 4,581,000 and NBC's fell by 15% to 3,244,000. Among women 25-54, the CBS prime-time audience grew by 16% to 7,060,000 viewers, as against an ABC dip of 10% to 6,210,000 and NBC loss of 8% to 5,150,000.

For total households, according to Nielsen figures in the November 1980 sweeps, CBS, with a 21.0 rating led ABC (19.0) and NBC (16.6). CBS said Arbitron measurements for total households were similar: CBS, 21.1; ABC, 19.2 and NBC, 16.5.

48-hour Nielsen

Nielsen Station Index has introduced a new report that provides a fast performance summary and competitive analysis of individual television markets.

Called *Advance Management Report,* the new service is customized to each station's specifications and can be delivered within 48 hours following the regular *NSI Viewer In Profile Reports* for the market. The report includes each station's programing by half-hour; DMA household rating and share and two client-selected demographics for each half-hour; ranking of all programs by DMA homes; an alphabetical listing of all programing in the market. The service is available to all NSI clients.

MERV
#1
Competing head to head with Davidson The Merv Griffin Show is #1 in:
CLEVELAND
PHILADELPHIA
ORLANDO
NORFOLK
MADISON WISC.
SAN ANGELO
METROMEDIA
PRODUCERS
CORPORATION

For the Record

As compiled by BROADCASTING Jan. 19 through Jan. 23 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM application

■ Cobleskill, N.Y.—Schoharie Communications Corp. seeks 1190 khz, 500 w-D. Address: 30 Main St., Dundee, N.Y. 14837. Estimated construction costs: $97,543; first-quarter operating cost: $17,875; first-year revenue: $85,000. Format: Pop. Principal: Donald L. Stork (45%); John C. Clancey (45%) and wife Deborah (5%); Sandra S. Poole (5%). J. Clancey is general manager and 49% owner of WFLR-AM-FM Dundee. He also owns 30% of WWJB(AM) Brooksville, Fla. Stork is president of New York insurance firm and 51% owner of WFLR AM-FM. He also owns 35% of WWJB(AM). Poole is daughter of Stork and has no other broadcast interests. Ann. early Jan.

FM applications

■ Yreka, Calif.—Dalmation Enterprises Inc. seeks 97.7 mhz, 3 kw, HAAT: −603 ft. Address: 316 Lawrence Lane, Yreka 96097. Estimated construction cost: $54,900; first-quarter operating cost: $11,250. Format: Easy listening. Principal: Martin W. Hawke and brother Garry L. Hawke, one half each. They each own 25% of KMED(AM) Medford, Ore., and 50% each of KSYC(AM) Yreka. Both brothers have also been sales managers for radio stations in the Los Angeles area. Ann. Jan. 23.

■ St. James, Minn.—Watonwan County Broadcasting Co. seeks 104.9 mhz, 3 kw, HAAT: 279 ft. Address: 1012 Marie Court, N. Mankato, Minn. 56001. Estimated construction cost: $93,200; first-quarter operating cost: $9,573; first-quarter revenue: $60,000. Format: MOR. Principal: Richard T. Rogers (55%), his wife Lorraine T. (20%); and Bruce A. Braun (25%). R.T. Rogers and Braun have been involved in radio programing, but at present have no other ownership interests. Ann. Jan. 23.

■ Cape May Courthouse, N.J.—WRLJ Inc. seeks 105.5 mhz, 2.46 kw, HAAT: 333 ft. Address: 2422 Woodbridge Ave., Edison, N.J. Estimated construction cost: $61,600; first-quarter operating cost: $21,-000; revenue: $85,000. Format: CW. Principal: Andrew Stamat (50%) and Michael R. Senkeleski (50%). Stamat has been a theater manager and Senkeleski a service manager for a repeater firm. Both principals have, on a limited basis, been involved with engineering and programing fund raising for WVRM (FM) Hazlet. They have no other broadcast interests. Ann. Jan. 23.

■ Hudson Falls, N.Y.—Premier Broadcasting Corp. seeks 101.7 mhz, 3 kw, HAAT: 248 ft. Address: 74 Oak St., Hudson Falls, 12839. Estimated construction cost: $54,300; first-quarter operating cost: $28,900. Format: Country/gospel. Principal: Carlton R. Reis, Robert G. Jennings, Lewis Roth, one third each. Reis is broadcast engineer, Jennings is program producer and Roth attorney in Glenn Falls and real estate broker. Premier is also CP applicant for new AM in South Glenn Falls, N.Y. They have no other broadcast interests. Ann. Jan. 23.

■ Seattle, Wash.—Hoffart Broadcasting seeks 99.9 mhz, 100 kw, HAAT: 1148 ft. Address: N. 1748 Lacey St., Spokane. Estimated construction cost: $146,300; first-year operating cost: $672,700; revenue: $1,600,-000. Format: Contemporary. Principal: Vincent L. Hoffart (100%). Hoffart is consulting engineer in the Seattle area. He has no other broadcast interests. Ann. Jan. 23.

TV applications

■ Tuscon, Ariz.—Alden Communications Corp. seeks ch. 18; ERP: 3810 kw vis., 381 kw aur., HAAT: 2012 ft.; ant. height above ground: 122 ft. Address: c/o Pacific Theatres Corp. 120 N. Roberston Blvd., Los Angeles, 90048. Estimated construction cost: $2,570,-000; first-year operating cost: $225,000; revenue: $750,000. Legal counsel: Jerome S. Boros; consulting engineer: Cohen & Dippell. Principals: Michael J. Forman (100%). Forman is applicant for commercial TV stations in Las Vegas; Tulsa, Okla.; Denver, Colo., and Galveston, Tex. Forman also soley owns Tavitac Corp., applicant for TV station in Seattle and Portland. Ann. Jan. 5.

■ Tucson, Ariz.—National Group Telecommunications of Tucson Inc. seeks ch. 18; ERP: 692 kw vis., 69 kw aur., HAAT: 2001 ft.; ant. height above ground: 195 ft. Address: 701 Welch Road, Suite 1119, Palo Alto, Calif. Estimated construction cost: $421,000; first-year operating cost: $289,000; revenue: $1,210,000. Principals: N. John Douglas (21.9); John M. Rohrbach (14.6%); R. William Smith (15.6%); Mary J.K. Imparato (13.5%) and her husband (7.3%); Lee Wenger (15.6%); Louis J. Kearn (10.4%), and two others. Douglas owns 51-54% and Rohrbach 17-19% of KSTS(TV) San Jose. Douglas also owns 14%, Rohrbach 16%, Imparato's jointly 25%, Kearn 25% of UHF applicant for New Orleans. Wenger is ad agency owner and Smith is dentist; they have no other broadcast interests. Ann. Jan. 5.

■ Tucson, Ariz.—Diocese of Tucson seeks ch. 18; ERP: 1196 kw vis., 119 kw aur., HAAT: 3717 ft.; ant. height above ground: 309 ft. Address: 192 S. Stone Ave., Tucson 85701. Estimated construction cost: $2,062,000 first-quarter operating cost: $74,550; revenue: $250,000. Legal counsel: Hogan & Hartson; consulting engineer. Alvin H. Andrus. Principals: Most Rev. Francis Green. Rev. Green is Bishop of Tucson, acting in the name of Catholic Community Services of Southern Arizona Inc. This is a wholly-owned subsidiary of the Diocese of Tucson, a non-profit charitable corporation serving the Tucson area. It has no other broadcast interests. Ann. Jan. 5.

■ Hollywood, Fla.—Golden East Broadcasters Inc. seeks ch. 69; ERP: 2670 kw vis., 534 kw aur., HAAT: 1016 ft.; ant. height above ground: 1034 ft. Address: 15 Shore Road Linwood, N.J. 08221. Estimated construction cost: $885,000; first-quarter operating cost: $250,-000; first year revenue: $400,000. Legal counsel: Cordon & Jacob. Principals: Howard L. Green (14.2%); Joseph J. Jackler (14%); Michale C. Steele (14.2%); Alfred C. Cordon (14.2%); John B. Jacob (14.2%); Donald M. Simmons (14.2%), and three others. Green is director and 50% owner WENY Inc., 50% owner WOND(AM)-WMGM(FM), N.J., also holds interests in broadcast equipment leasing. Jackler is Syracuse, N.Y., accountant. Steele is general manager of WENY Inc., Elmira. Cordon and Jacob are Washington lawyers. Simmons owns 50% of WENY Inc. They have no other broadcast interests. Ann. Jan. 5.

■ Hollywood, Fla.—Christian Media of Florida Inc. seeks ch. 69: ERP: 5000 kw vis., 500 kw aur., HAAT: 978 ft. ant. height above ground: 1,038 ft. Address: 655 N.W. 125th St. Miami, Fla. 33168. Estimated construction cost: $982,000; first-quarter operating cost: $180,-000; revenue: $180,000. Legal counsel: B. Jay Baraff; consulting engineer: Serge Bergen. Arthur L. Shell, Jr., president; John Alessi, Sec/Treas. Shell is also president of Trinity Church of Miami Inc. Alessi is South Miami real estate developer and president of Grace Church of Kendall Inc. They have no other broadcast interests. Ann. Jan. 5.

■ *Moline, Ill.—Black Hawk College seeks ch. 24; ERP: 124 kw vis., 12 kw aur., HAAT: 319 ft., ant. height above ground: 332 ft. Estimated construction cost: $330,600; first-quarter operating cost: $74,000; revenue: $310,400. Legal counsel: Robert W. Healy. Consulting engineer: Donald R. Markley. Principals: Applicant is controlled by Illinois Community College Board; Richard J. Puffer, president; Robert R. Fletcher, director. They have no other broadcast interests. Ann. Jan. 23.

■ Reno, Nev.—Family Stations Inc. seeks ch. 27; ERP: 95 kw vis., 19 kw aur., HAAT: 2300 ft.; ant.

Summary of broadcasting

FCC tabulations as of Nov. 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,572	3	0	4,575	119	4,694
Commercial FM	3,267	2	3	3,272	137	3,409
Educational FM	1,085		1	1,086	72	1,158
Total Radio	8,824	5	4	8,833	328	9,261
Commercial TV						
VHF	517	1	0	519	10	528
UHF	233	0	0	233	92	325
Educational TV						
VHF	101	1	4	106	6	112
UHF	155	2	5	162	15	177
Total TV	1,006	4	9	1,019	123	1,122
FM Translators	344	0	0	344	179	523
TV Translators						
UHF	2,572	0	0	2,572	251	2,823
VHF	1,362	0	0	1,362	498	1860

*Special temporary authorization

**Includes off-air licenses

The decency movement closes in on TV
RAB's massive dose of radio salesmanship

Broadcasting Feb 9

The News Magazine of the Fifth Estate □ Vol. 100 No. 6 Our 50th Year □ 1981

2/12/81 C1750-1 U-

QUINCY
MCA TV

(c) 1981. Universal City Studios, Inc. All rights reserved.

20014KENNEP2098 ZWZ APR/81
J P KENNEDY
CIS ##SAMPLE
4520 EAST WEST HWY
SUITE 800
WASHINGTON DC 20014

The First 50 Years Of Broadcasting
1947
□
PAGE 87

Broadcasting ▫ Feb 9

The Week in Brief

TOP OF THE WEEK

THE WORD: CLEAN UP ☐ Coalition for Better TV initiates national campaign to eliminate offensive sex and gratuitous violence from programing. Monitoring and sponsor boycotts are planned. **PAGE 27.** Here's look at Rev. Donald Wildmon, force behind CBTV. **PAGE 28.** Falwell defends coalition's motives. **PAGE 29.**

DIGITAL TV CLOSER ☐ Demonstrations at San Francisco SMPTE meeting are culmination of year's work by groups working on standards. **PAGE 30.**

PBS'S GRAND ALLIANCE ☐ Board to get plan for Public Subscriber Network, joint project of cultural institutions and public television. It would establish pay network via various technologies and envisions paid commercials. **PAGE 31.**

INFOTEL '81 ☐ Washington conference draws line-up of Hill, FCC and industry spokespersons who analyze growing competition in telecommunications. **PAGE 32.**

SPECIAL REPORT

'RADIO RED HOT . . .' ☐ ". . . because it works" was slogan that RAB proves at its first sales conference in Dallas-Fort Worth. **PAGE 36.** Miles David unveils survey of advertiser and agency attitudes that give radio high marks. **PAGE 38.** Keynoter Sam Cook Digges calls for RAB to adopt aggressive sales posture. **PAGE 38.** Agencyman Trout likens marketplace to battlefield. **PAGE 42.** Sales department organization is keyed to professional personnel and streamlined accounting methods, panelists say. **PAGE 42.** Top network and rep executives underscore cheap rates as part of past. **PAGE 43.** Other RAB how-to sessions analyze marketing of different formats, maximum utilization of ratings, training sales staffs, procedures for sales meetings, establishment of sales goals and successful ways to attain them, recruitment of radio sales people, and problems and profits of co-op advertising. **PAGES 43-55.**

JOURNALISM

CHANGING TIMES AT CBS NEWS ☐ With March 6 and 9 set for baton exchange between Cronkite and Rather, there's speculation about other changes. **PAGE 56.**

LAW & REGULATION

STILL UNCONVINCED ☐ In second round of filings on DBS, broadcasters are not persuaded by Comsat arguments that interim service should be authorized prior to 1983 RARC. **PAGE 62.**

BUSINESS

OFF THE ROPES ☐ Network TV sales that faltered badly in late December and early January regain strength with virtual sellout of prime time in first quarter. **PAGE 71.**

MEDIA

CABLE WINDS NEAR CHICAGO ☐ Subject to individual city council actions, 12 suburban communities lean towards Canadian MSO Cablenet, six favor Warner Amex and two remain uncommited. **PAGE 74.**

KEEP AT&T OFF GRASS ☐ Wheeler tells Justice that NCTA is upset over proposed settlement of antitrust suit that could bring Telco competition to cable. **PAGE 74.**

PROGRAMING

STEP TWO FOR ABC ☐ Network follows its Alpha cable programing project with announcement of joint venture with Hearst for Beta channel offering specialized services aimed at women. **PAGE 79.**

TECHNOLOGY

BEST OF BOTH WORLDS ☐ U.S. delegates are satisfied now that both 9 khz plans will be analyzed at April Geneva meeting that will do groundwork on channel-spacing considerations in Brazil next fall. **PAGE 82.**

1947

THE 'BROADCASTING' YEARS ☐ Postwar proliferation of radio stations caused FCC to fear that mass failures were imminent. In turn, many broadcasters feared this meant any foray into territories beyond the commission's jurisdiction. But radio continued to prosper in 1947, while undergoing changes in programing at network and local levels. **PAGE 87.**

PROFILE

STRATEGIST IN THE SKY ☐ Southern Satellite Systems' original purpose was to put Ted Turner's Atlanta TV on cable via satellite. But since Ed Taylor took over SSS in 1975, it has expanded in diverse ways into programing, station ownership and other common-carrier services. **PAGE 113.**

Bottom Line	72	Datebook	18	In Sync	82	News Beat	61
Business Briefly	10	Editorials	114	Intermedia	78	Playback	80
Changing Hands	76	Fates & Fortunes	107	Monday Memo	16	Stock Index	73
Closed Circuit	7	For the Record	83	Monitor	81	Washington Watch	67

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ ABC Radio Network 46 ☐ Amoco 21 ☐ Accuracy In Media 66 ☐ Aetna Life & Casualty 64-65 ☐ American Image 72 ☐ Associated Press 19 ☐ Back to God 70 ☐ Beck-Ross Communications Inc. 14 ☐ Blackburn & Co. 76 ☐ Broadcast Electronics 60 ☐ Cetec 68-69 ☐ Delta Airlines 71 ☐ Doubleday Broadcasting back cover ☐ Drake-Chenault 4 ☐ Enterprise Radio 52-53 ☐ Gannett 35 ☐ Gold Key 37, 57 ☐ Group W Productions 48-49 ☐ Harris 51 ☐ Home Theater Network 20 ☐ Ikegami 54 ☐ Independent Television Corp. 23-25 ☐ International Tapetronics Corp. inside back cover ☐ JVC 63 ☐ MCA-TV front cover, 6 ☐ McCurdy 26 ☐ Metromedia Producers Corp. 11, 17 ☐ Noble Broadcast Consultants 112 ☐ Harry O'Connor 81 ☐ Paramount 40-41 ☐ Phillips Petroleum 84 ☐ Polygram TV 58-59 ☐ Post-Newsweek Productions 8-9 ☐ RCA 39 ☐ Cecil L. Richards 77 ☐ Rose Poster 78 ☐ Seltel 15 ☐ Sony 44-45 ☐ Southern Baptist Radio-TV Commission 67 ☐ Howard Stark 79 ☐ Viacom inside front cover/pages 3, 12-13 ☐ WJLA-TV 86 ☐ WMAR-TV 89 ☐ WSBY/WQHQ 80 ☐ Westwood One 10 ☐

Columbia and Eller tie the knot

Announcement puts him at head of new media division; Columbia buys his subway ad company

Columbia Pictures Industries last week made official its appointment of Karl Eller to head a newly formed media division to be called Columbia Pictures Communications. Eller, who'll continue to operate out of Phoenix, where his Eller Media Inc. was based, will have the title of president of the new Columbia unit. In joining Columbia, Eller has sold his company to Columbia for an undisclosed sum; its principal asset is New York Subways Advertising Co.

News that the motion picture company and Eller were close to an agreement surfaced back in January, with many of the details confirmed by Columbia president Francis T. Vincent Jr. at the company's annual meeting (BROADCASTING, Jan. 19). At the time, it was noted that negotiations between the two parties were contingent upon finalization of the split of a previous joint venture in which Eller was involved with Charter Oil. Charter separately released some details of those agreements last week.

According to Charter, Eller leaves the short-lived joint venture, Charter Media, with the transit advertising firm, which Charter values at $10 million (the price Charter Media paid for the property last year). Charter further said it has renegotiated the purchase of the *Philadelphia Bulletin,* which the joint venture had also acquired, substituting a new security package for the $29 million in notes that was part of a $31-million purchase price. The new deal will reduce the overall cost of the *Bulletin* to $18.5 million.

Columbia's Vincent said: "With the formation of Columbia Pictures Communications, we are implementing our intention to operate and expand aggressively in the communications field." In addition to the New York Subways firm, the division will

Play Back

Return to the scene. NBC Radio's "The Source," its young adult network, has revived "Screen Scenes," life style segment focusing on movies and movie personalities. Feature was discontinued last September and resumed this month with new host, Laura Davis. One-minute feed is sent six times each week.

□

Bouncing back. New version of *Your Hit Parade,* popular radio show of '30s and '40s, is being offered by Radio Arts Inc. of Burbank, Calif. One-hour re-creation will be hosted by program's original announcer, Andre Baruch, and featured singer Bea Wain. Program will spotlight top hits of big band era, while including 12 minutes of commercials and five minutes of news.

□

APR's WKRR Associated Press Radio has announced signing of 800th affiliate, WKRP(AM) Dallas, Ga., country music station that shares call letters with fictitious CBS Entertainment FM, *WKRP in Cincinnati.*

□

First fives. The top five songs in **contemporary radio airplay,** as reported by BROADCASTING'S *Playlist:* (1) *The Tide Is High* by Blondie on Chrysalis; (2) *Nine To Five* by Dolly Parton on RCA; (3) *Celebration* by Kool & The Gang; (4) *I Love a Rainy Night* by Eddie Rabbitt on Elektra; (5) *Hey Nineteen* by Steely Dan on MCA. The top five in **country radio airplay:** (1) *I Feel Like Loving You Again* by T.G. Sheppard on Warner Bros.; (2) *Who's Cheatin' Who* by Charly McClain on Epic; (3) *Nine To Five* by Dolly Parton on RCA; (4) *Southern Rains* by Mel Tillis on Elektra; (5) *I'll Be There* by Gail Davies on Warner Bros.

am-wboc-fm
SALISBURY, MARYLAND

wsby AM 960 NOW WQHQ FM 105

CBS Radio Affiliate Covering Delmarva

MARDEL COMMUNICATIONS, INC.
RADIO-TV PARK, (301) 742-1923
SALISBURY, MD 21801

PRO radio

Ratings Roundup

With CBS-TV the consistent prime-time leader, the ratings news these days is not so much who's on first but who's on third. For four out of the past five weeks (including the period ended Feb. 1), ABC-TV has been slipping into the basement as NBC-TV makes its run for a steady second.

From Jan. 26 through Feb. 1, CBS continued on top with a 21.0 rating and a 32 share to NBC's 19.3/30 and ABC's 17.5/27.

A crucial ratings blow came to ABC on Wednesday when an updated special report, *The Secret Negotiations,* brought only a 12.9/20 for all of prime time. A week earlier, in its original play, the special had done considerably better for *20/20* and late-night *Nightline.* ABC's ratings loss apparently was NBC's gain. While its Wednesday lineup is a network strong point, it was even more so that week when the evening brought a 25.9/40 including all-time share highs for *Diff'rent Strokes* (29.4/43) and *Facts of Life* (27.4/41).

Across the nights, long-form served NBC better than ABC. NBC, for example, scored 30-or-above shares with *TV Guide: 1980 The Year in Television* (20.1/31), and the movie, "Joe Dancer" (20.0/31), while ABC suffered with its news special and *American Music Awards* (14.4/22). The same Sunday night that NBC's two-hour movie, "Gauntlet," brought a 20.5/30, ABC's three-hour *Whale for the Killing* scored a 19.1/27.

ABC also was hurt in its Tuesday lineup (beginning with *Happy Days* and ending with *Hart to Hart*) when CBS scheduled a three-hour *Bunker* special on Adolf Hitler. For the night, ABC earned a 19.5/29 and CBS a 23.4/35 (NBC trailed at 18.1/27).

The First 20

1	*Dallas*	CBS	34.8/55
2	*60 Minutes*	CBS	30.7/45
3	*Diff'rent Strokes*	NBC	29.4/43
4	*Facts of Life*	NBC	27.4/41
5	*Dukes of Hazzard*	CBS	26.5/41
6	*Little House on the Prairie*	NBC	25.5/36
7	*M*A*S*H*	CBS	25.3/35
8	*Love Boat*	ABC	24.8/39
9	*Quincy, M.E.*	NBC	24.7/41
10	*Real People*	NBC	24.6/37
11	*Alice*	CBS	24.5/34
12	*The Jeffersons*	CBS	23.9/34
13	*The Bunker* (made-for-TV movie)	CBS	23.4/35
14	*Archie Bunker's Place*	CBS	22.7/33
15	*One Day At A Time*	CBS	22.6/32
16	*Magnum, P.I.*	CBS	21.8/32
17	*CHiPs*	NBC	21.6/31
18	*Enos*	CBS	21.3/32
19	*Trapper John, M.D.*	CBS	21.0/32
20	*House Calls*	CBS	20.9/30
20	*Happy Days*	ABC	20.9/30

The Final Five

63	*Nero Wolfe*	NBC	14.2/22
64	*ABC News: The Secret Negotiations*	ABC	12.9/20
65	*Those Amazing Animals*	ABC	11.8/17
66	*CBS Reports: The Toyota Invasion*	CBS	10.3/17
67	*NBC Magazine*	NBC	9.5/15

principals. Forward also owns 5 AM's 6 FM's and 6 TV's (see "Changing Hands", Nov. 24, 1980). Buyer: D. Raven (55%) and Manson Insurance Company (45%). Manson is owned by David R. Scholfield (50%) and his brother Charles (50%). Raven has been president of WIFC since 1976 and president of WSAU since 1975. Scholfields are Wausau businessmen and have no other broadcast interests. Ann. Jan. 29.

Actions

- WPOM(AM), Rivera Beach, Fla.—Riviera Broadcasting Corp. Dismissed application for assignment of license to L. J. Communications, Inc. Action Jan. 23.

- WEVD(AM) New York (1330 khz, 5 kw)—Granted assignment of license from The Forward Association Inc. to Stuart Epperson and Edward G. Atsinger III for $1.1 million. Seller publishes *Jewish Daily Forward*, Yiddish-language daily newspaper. It also owns WEVD-FM New York. Buyers also owns KMFM-FM San Antonio, Tex., and WEZE(AM) Boston. In addition, Epperson owns WRBS(AM) Chapel Hill, N.C., and WKBA(AM) Vinton (Roanoke), Va., and with his wife, KDFO(FM) Tulsa, Okla. Atsinger also owns KDAR(FM) Oxnard, Calif. Action Jan. 27.

- KBAL(AM) San Saba, Tex.—Hill Country Broadcasting Inc. Dismissed application for assignment of license to Rocky Horse Broadcasting Inc. Action Jan. 26.

- KQPD(FM) Ogden, Utah (FM: 101.9 mhz; 96.3 kw; ant. 39 ft.) granted assignment of license from R.C. Mohr (50%) and D.C. McIntyre (50%) to Wireless Associates for $1.15 million. Sellers have no other broadcasts interests. Buyer is owned by seven individuals, four who own voting interests: C.T. Robinson, William Moyes and Michael Hesser (18.4% each) and Robert Magruder (10%). They also have interests in KVOR(AM)-KSPZ(FM) Colorado Springs; KQED(AM)-KZZX(FM) Albuquerque, N.M., and KFYE(FM) Fresno, Calif., and are waiting FCC approval on purchase of KTLS (FM) Oklahoma City. Action Jan. 23.

The information specialists at Phillips Petroleum will help you. Call us.

Bill Adams (918) 661-5224
Dick Robinson (918) 661-5204
Jere Smith (918) 661-4982
Dan Harrison (918) 661-4974
Susan Stoffle (918) 661-5946

PHILLIPS 66
BARTLESVILLE OKLAHOMA 74004

- KOAI-TV Flagstaff, Ariz. (ch. 4, 35 kw vis, 15.6 kw aur, ant. 3610 ft.)—Granted transfer of control of Grand Canyon Television Inc. from shareholders (100% before; 20% after) to Capitol Broadcasting Corp. (none before; 80% after). Consideration: $1.4 million. Principals: Seller is Wendell Elliott, Jr. et al. He also owns 14.6% of KULY(AM) Ulysses, Kan. Buyer: Mississippi Publishers Corp. and Standard Life Insurance are principal owners of Capitol; Owens Alexander is president. Capitol owns KKTV-TV Colorado Springs; WSLI(AM), WJFR(FM), and WJTV-TV, all Jackson, Miss. Action Jan. 7.

Facilities Changes

AM applications

- KSXO(AM) Redding, Calif.—Seeks CP to increase D power to 5 kw. Ann. Jan. 28.
- KYSN(AM) Colorado Springs, Colo.—Seeks CP to increase D power to 5 kw, DA-N and change TL, SL & RC. Ann. Jan. 28.
- WMVG(AM) Milledgeville, Ga.—Seeks CP to increase ant. height and change TPO. Ann. Jan. 23.
- WQTV-TV St. Josephs, Mo.—Seeks CP to change ERP to 100 kw; change TL to Oak Mills Rd; change type of trans. and HAAT to 2,000 ft. Ann. Jan. 23.
- KCBN(AM) Reno—Seeks mod. of CP to change type of ant. and ant. current. Ann. Jan. 23.
- WTHE(AM) Mineola, N.Y.—Seeks CP to make changes in ant. sys., change TL to 150 ft. E. of the termination of 2nd St. and 61 Liberty Ave. Ann. Jan. 23.
- WACK(AM) Newark, N.Y.—Seeks CP to increase D power to 5 kw and install DA-2. Ann. Jan. 28.
- WOLD(AM) Maion, Va.—Seeks CP to increase power to 5 kw. Ann. Jan. 23.
- KWIQ(AM) Moses Lake, Wash.—Seeks CP to change freq. from 1260 khz to 1020 khz; increase power to 5 kw and change SL. Ann. Jan. 23.
- WAWA(AM) West Allis, Wis.—Seeks CP to change hours of operation to U by adding N service with 2.5 kw; increase D power to 5 kw; install DA-2; change freq. from 1590 khz to 1200 khz and make changes in ant. sys. Ann. Jan. 23.

FM applications

- WCKS(FM) Cocoa Beach, Fla.—Seeks CP to relocate TL and increase HAAT to 1482 ft.; change type of trans. and change ant. sys. Ann. Jan. 23.
- WMVG(FM) Milledgeville, Ga.—Seeks CP to change type ant.; increase HAAT to 300 ft.; change TPO. Ann. Jan. 23.
- *WTDR(FM) Detroit—Seeks CP to make changes in ant. sys.; change type of trans; change type of ant. and TPO. Ann. Jan. 23.
- WGAT(FM) Gate City, Va.—Seeks CP to change name to: Radio Station WKIN Inc.; change TL; decrease HAAT and change ant. sys. Jan. 23.
- *WMUL(FM) Huntington, W.Va.—Seeks CP to make change in ant. sys. and increase HAAT. Ann. Jan. 23.
- KTAK(FM) Riverton, Wyo.—Seeks CP to change freq. to 93.3 mhz; change TL 24 miles S.E. of Riverton; increase ERP to 50 kw; HAAT to 950 ft.; make changes in type of trans. and ant. sys. Ann. Jan. 23.

TV applications

- KMUV-TV Sacramento, Calif.—Seeks CP to change ERP to 1963 kw vis. and 196.3 kw aur.; make changes in type trans. and ant. sys.; change HAAT to 1024 ft. Ann. Jan. 23.
- WKSTS-TV San Jose, Calif.—Seeks CP to operate trans. by RC from 2349 Bering Dr., San Jose. Ann. Jan. 23.
- WKPI-TV Pikesville, Ky.—Seeks authority to operate trans. by RC from 1.6 miles E. of Morehead. Ann. Jan. 23.
- KLPB-TV Alexandria, La.—Seeks mod. of CP to change ERP to 2090 kw vis., 209 kw aur.; change HAAT to 1210 ft. Ann. Jan. 23.
- WTVG-TV Toledo, Ohio—Seeks authority to operate trans. by RC from 136 Huron St., Toledo. Ann. Jan. 23.
- KCPQ-TV Tacoma, Wash.—Seeks authority to operate trans. by RC from 4400 Steilacoom Blvd., Tacoma. Ann. Jan. 23.

- WEBC(AM) Duluth, Minn.—Midwest Radio of Duluth, Inc. Granted request for waiver of rules to identify as: WEBC Duluth-Superior, Minn. Action Jan. 19.

FM actions

- WAIV(FM) Jacksonville, Fla.—Rounsaville of Jacksonville Inc. granted mod. of CP to make changes in ant. sys.; change TL to Newton at Duval Street, Jacksonville; change type trans. and ant.; increase ant. height 920 ft., and change TPO. Action Jan. 23.
- WQXI(FM) Smyrna, Ga.—Jefferson-Pilot Broadcasting Co. granted CP to install new aux. ant. to be located at main ant. location, to be operated on ERP 18 kw; ant. height 950 ft., and change TPO. Action Jan. 23.
- KDUK(FM) Honolulu, Haw.—Sudbrink Broadcasting of Hawaii granted CP to make changes in ant. system; decrease ERP 83 kw; increase ant. height 46 ft., and change TPO. Action Jan. 23.
- KHOM(FM) Houma, La.—La Terr Broadcasting Corp. granted CP to change type trans., increase ERP 100 kw, ant. height 430 ft., and change TPO. Action Jan. 21.
- WHUE(FM) Boston, Mass.—GCC Communications of Boston Inc. granted CP to change TL to: John Hancock Tower, Boston; to be operated on ERP 6.6 kw; ant. height 760 ft., and change TPO. Action Jan. 23.
- KYBS(FM) Livington, Mont.—Yellowstone Broadcast Services Inc. granted CP to change freq. to 97.5 mhz; make changes in ant. sys.; change TL to Atop Bozeman Pass; change studio and remote control location to 108 N. Main Street, Livington; change type trans and ant.; increase ERP 100 kw; increase antenna

Summary of broadcasting

FCC tabulations as of Dec. 30, 1980

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,584	3	2	4,589	111	4,700
Commercial FM	3,279	2	1	3,282	143	3,425
Educational FM	1,090	0	2	1,092	71	1,163
Total Radio	8,953	5	5	8,963	325	9,288
Commercial TV	518	1	0	519	9	528
VHF	234	0	0	234	92	326
UHF	101	1	4	106	6	112
Educational TV	155	2	5	162	15	177
VHF	1,008	4	9	1,019	122	1,143
UHF	345	0	0	345	181	526
Total TV	2,525	0	0	2,524	252	2,826
FM Translators	1,389	0	0	1,389	478	1,867
TV Translators						
UHF	2,572	0	0	2,572	251	2,823
VHF	1,362	0	0	1,362	498	1860

**Special temporary authorization*

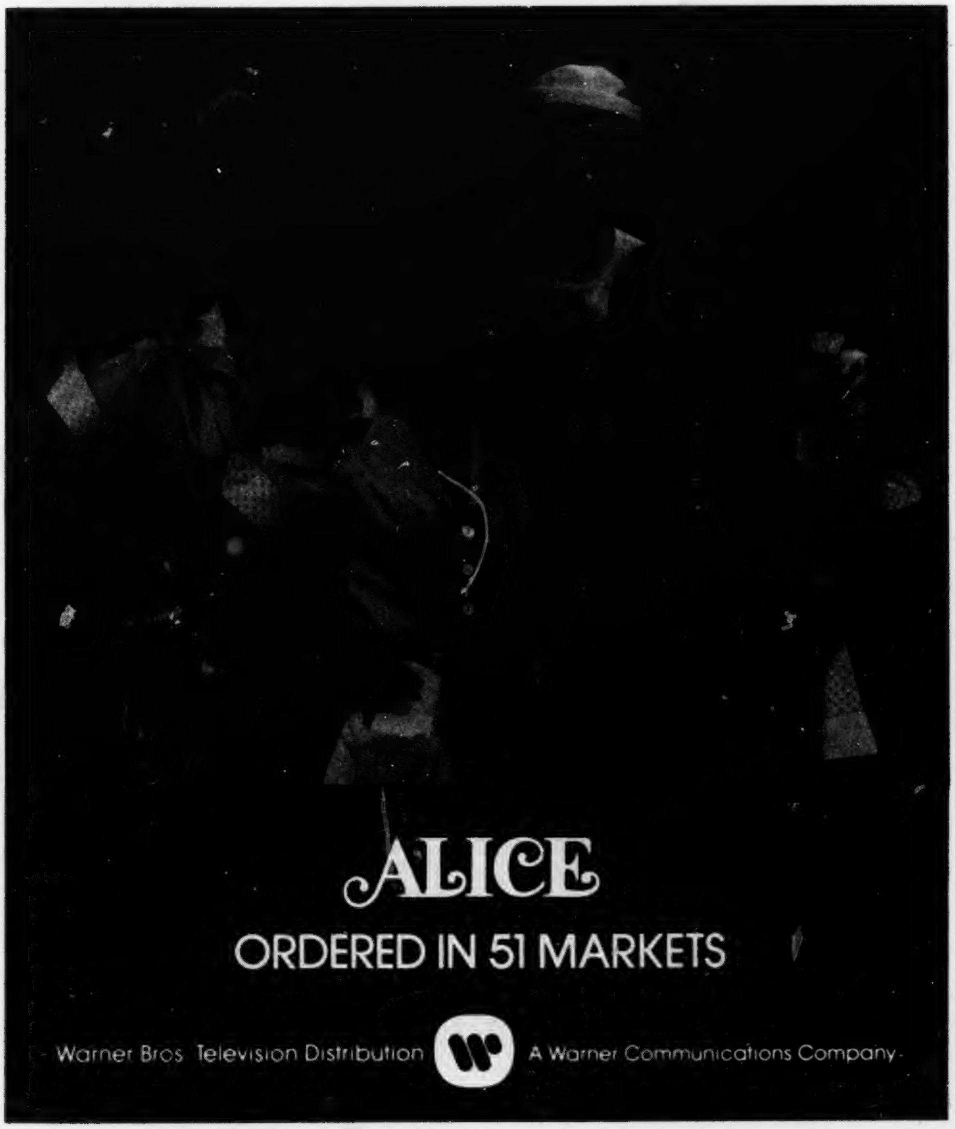
***Includes off-air licenses*

Lee's FCC opts for Rosslyn □ Public broadcasting's new fiscal peril □ A special report on cable advertising

Broadcasting Feb 16

The News Magazine of the Fifth Estate □ Vol. 100 No. 7
Our 50th Year □ 1981

2/13/81 C 1750-1 ✓


ALICE
ORDERED IN 51 MARKETS
Warner Bros Television Distribution
A Warner Communications Company

20014KENNEP2098 ZWZ APR/81
J P KENNEDY
CIS **SAMPLE
4520 EAST WEST HWY
SUITE 800
WASHINGTON DC 20014

The First 50 Years Of Broadcasting
1948
□
PAGE 103

Broadcasting Feb 16

The Week in Brief

TOP OF THE WEEK

LEE MOVES FAST ☐ Senior Republican takes over FCC helm but says he won't rock the boat as Ferris slows pace to retirement. **PAGE 27.**

ROSSLYN, HO! ☐ FCC move to Virginia on again, but no one is packing bags yet. **PAGE 28.**

TIGHTER REIN ☐ Broyhill bill would put FCC reauthorization on three-year basis and accord Commerce Committees more supervisory control. Goldwater will offer companion legislation. **PAGE 29.**

1,125-LINE TV ☐ That's high-resolution television picture NHK demonstrates at SMPTE to much applause. **PAGE 30.**

RETREAT AT FTC. ☐ Agency withdraws proposal to make over-counter drug ads say what labels say. **PAGE 33.** But in same week FTC judge orders Sterling Drug to prove claims made in nonprescription drug copy and identify aspirin content. **PAGE 52.**

SPECIAL REPORT

ADVERTISING ON CABLE ☐ It's still in its infancy, but represents a growing blip on media radar. Bigger numbers and specific audiences already are beginning to draw sponsors. Here's how those involved in trend assess it. **PAGE 37.**

LAW & REGULATION

POLITICAL GROUND RULES ☐ FCC wants Hill to make changes in laws, especially on how 315 applies to debates and interview shows. Another look at cable's status is also suggested. **PAGE 48.**

CNN WINS FIGHT ☐ Turner service will get permanent home on RCA transponder under order of federal judge. **PAGE 50.**

PROGRAMING

ABC PILOTS ☐ With eye on threat of writers' strike, network announces four new shows already in production for more immediate use, plus 20 prime-time projects for fall consideration. **PAGE 54.**

BUSINESS

FINE TUNING FOR FUTURE ☐ Broad Street's Geismar sees telco as best equipped for cable distribution and says only time will tell if deregulation really means re-regulation. **PAGE 70.**

JOURNALISM

RAVES FOR REAGAN ☐ Reviews give President good marks for first TV address since inauguration day. **PAGE 75.**

LESS EARNINGS FOR CBS ☐ Net income lags for 1980, despite increase in revenues. Election year program costs and economy's downturn contribute to Broadcast Group slump. **PAGE 80.**

TECHNOLOGY

PLAY IT AGAIN, UNCLE SAM ☐ Thanks to FCC second thoughts, proponents of various AM stereo systems file more evidence to back claims of having best system. **PAGE 84.**

MEDIA

NEW STRIPES ☐ CBS/Broadcast Group realigned with TV stations, radio and cable reporting to Leahy. It also means promotions for Derrough, Joyce, Mater, Geer, Pilson and Miller. **PAGE 86.**

DSA WINNER MADSEN ☐ NAB's highest award will go to Bonneville president who has advanced new technology, First Amendment rights and international services. **PAGE 94.**

1948

THE 'BROADCASTING' YEARS ☐ Election time brought renewed demands for lifting of Mayflower ban on editorializing. While that review was in progress, the FCC ruled broadcasters could not censor political broadcasts. In 1948, TV made its biggest splash with convention and election coverage. And in radio, network talent raids made headlines. **PAGE 103.**

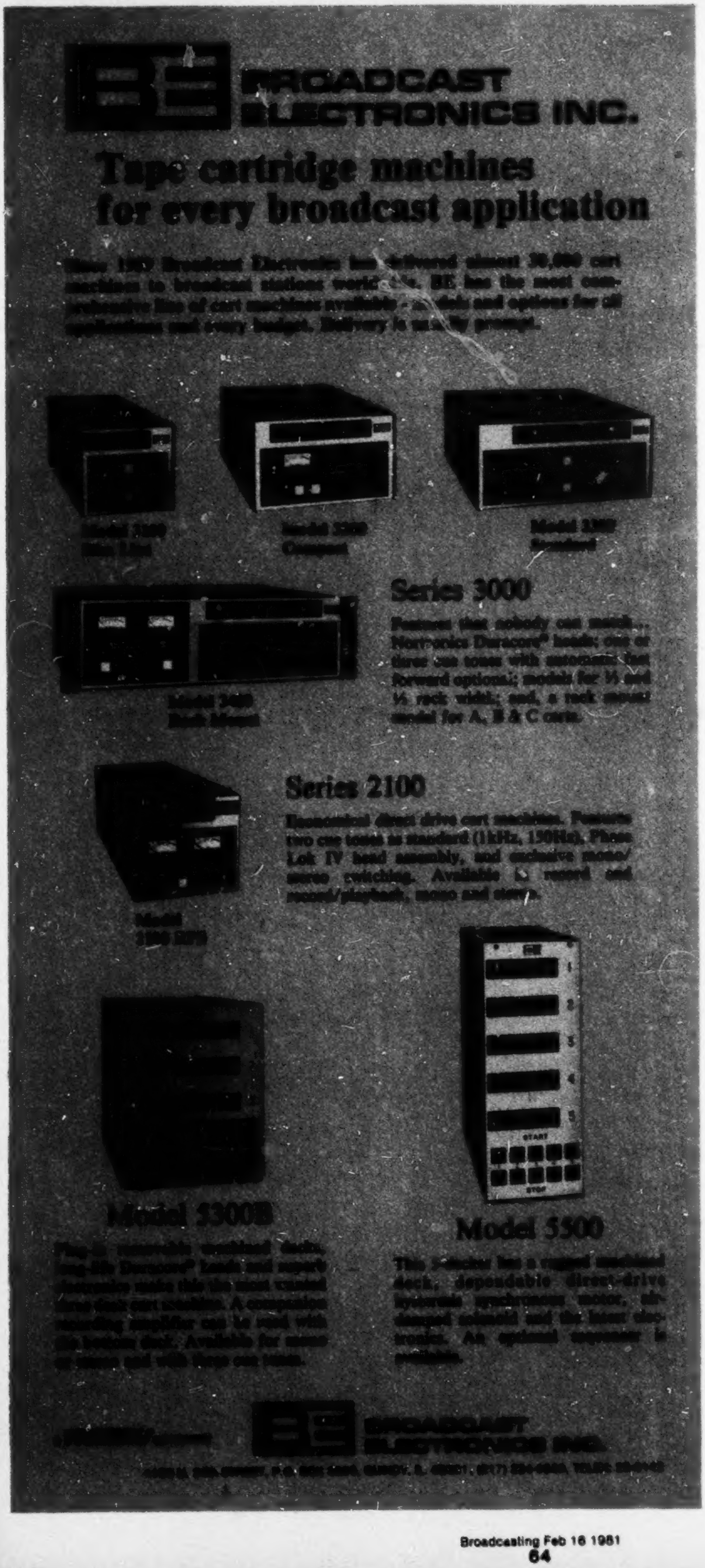
PROFILE

LION IN DANIELS DEN ☐ Sixteen years ago, John Saeman tried to sell programing to Bill Daniels; instead, Daniels & Associates bought the salesman. It was a turning point for Saeman, now D&A president and dominant figure in NCTA and C-SPAN activity. **PAGE 129.**

Bottom Line 73
Business Briefly 10
Changing Hands 87
Closed Circuit 9
Datebook 18
Editorials 130
Fates & Fortunes 123
For the Record 98
Intermedia 96
Monday Memo 24
Monitor 58
News Beat 82
Open Mike 23
Playback 68
Stock Index 71
Washington Watch 50

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ Accuracy in Media 62 ☐ American Chriopractic Association 91 ☐ American Image 100 ☐ Back to God 90 ☐ Bethlehem Steel 19 ☐ Blackburn & Co. 92 ☐ Broadcast Electronics 64 ☐ Broadcast Personnel 123 ☐ Churchill Productions 14 ☐ Compact Video 35 ☐ Continental Electronics 100 ☐ Fetzer Stations inside back cover ☐ Filmways 4-5 ☐ General Electric 83 ☐ Gold Key 72, 73, 74, 75, 76, 77, 78 ☐ Grass Valley 6 ☐ Group W Productions 23, 43, 52, 58, 68, 70, 82 ☐ Harris 69 ☐ Heller-Oak 93 ☐ Home Theater Network 86 ☐ KSTP-TV 107 ☐ Katz 26 ☐ Lexington Broadcasting 59 ☐ Lorimar 47, 49, 51, 53, 55, 65-67 ☐ MCA-TV 20-21 ☐ MIP-TV 109 ☐ McGavren-Guild 42 ☐ Media People 125 ☐ Metro Weather 101 ☐ Metromedia Producers Corp. 11, 25, 44-45 ☐ Mitsubishi 79 ☐ Mutual Broadcasting System 95 ☐ NBC-TV Owned Stations 41 ☐ Otari 63 ☐ Pulitzer Broadcast Group 8 ☐ Radio Advertising Representatives back cover ☐ St. Joe Lead 15 ☐ Southern Baptist Radio-TV Commission 85 ☐ Ed Tornberg 99 ☐ UA-TV 60-61 ☐ USA Network 36 ☐ Viacom inside front cover/pages 3, 12-13, 16-17, 56-57 ☐ Jim Victory Television 80-81 ☐ WPIX-TV 104-105 ☐ Warner Brothers front cover ☐ Western Union 38-39 ☐ Westwood One 10 ☐ Worldvision 88-89 ☐ Xerox 102 ☐ Young, Walker 84 ☐


BROADCAST ELECTRONICS INC.

Tape cartridge machines for every broadcast application

Series 3000

Series 2100

Model 5300B

Model 5500

BROADCAST ELECTRONICS INC.

Ratings Roundup

With local rating surveys now under way, the television networks have begun to roll out their artillery of specials and big-name movie titles in hopes of beefing up the numbers for their affiliates. Nightly sweep skirmishes started Feb. 4 for Arbitron and a day later for Nielsen, with the first major battle coming Sunday, Feb. 8.

"Sunday Night at the Sweeps" pitted the opening episode of ABC-TV's *East of Eden* mini-series against CBS-TV's Burt Reynolds film, "Hooper," and NBC-TV's made-for-TV *Kent State*. When the dust settled, CBS was victorious, earning a 29.2 rating and 41 share with "Hooper"; ABC proved a strong second with part one of its adaptation of the John Steinbeck novel (23.6/34), and NBC was left with a meager 12.1/17.

It was in that same order that the networks finished the week ended that night (Feb. 8). CBS continued its lock on first place in the prime-time ratings with a 20.8/32. ABC pulled itself up from its basement position for the past few weeks and earned second with a 19.5/30 while NBC, for that week at least, lost the promise it seemed to be showing and drew only a 16.9/25.

During the week, CBS took Monday, Thursday, Friday and Sunday; ABC won Tuesday and Saturday, and it was NBC on Wednesday.

Of the new series premieres that week, NBC fared well Friday at 8:30 p.m. with *The Brady Brides* (19.9/31) building from its *Harper Valley* lead-in (19.4/30).

CBS's new *Concrete Cowboys* Saturday at 10 p.m. scored a 16.2/29 against ABC's *Fantasy Island* (19.3/34) and seemed to knock some of the steam out of NBC's *Hill Street Blues* (12.5/22), which also was hindered by its *Walking Tall* lead-in at 9 p.m. (14.3/23).

Among the week's special programing, highest rated after "Hooper" was CBS's *Lily* (Tomlin): *Sold Out* (24.7/38).

The First 20

1.	*Dallas*	CBS	31.6/50
2.	*Dukes of Hazzard*	CBS	29.7/45
3.	"Hooper"	CBS	29.2/41
4.	*M*A*S*H*	CBS	28.7/39
5.	*60 Minutes*	CBS	28.3/42
6.	*Real People*	NBC	25.7/38
7.	*Diff'rent Strokes*	NBC	25.7/37
8.	*Lily: Sold Out*	CBS	24.9/38
9.	*Love Boat*	ABC	24.8/40
10.	*Three's Company*	ABC	24.3/36
11.	*Facts of Life*	NBC	24.1/35
12.	*Too Close for Comfort*	ABC	23.9/35
13.	*House Calls*	CBS	23.8/34
14.	*Little House on the Prairie*	NBC	23.8/33
15.	*East of Eden* (mini-series, part I)	ABC	23.6/34
16.	*Hart to Hart*	ABC	23.0/37
17.	*Happy Days*	ABC	21.9/32
18.	*That's Incredible*	ABC	21.9/30
19.	*The Waltons*	CBS	21.7/32
20.	*Quincy, M.E.*	NBC	21.1/33

The Final Five

60.	*Hill Street Blues*	NBC	12.5/22
61.	*Kent State*	NBC	12.1/17
62.	*Nero Wolfe*	NBC	11.2/17
63.	*Ladies Man*	CBS	10.8/17
64.	*NBC Reports: Who will Defend America?*	NBC	8.5/14

30-second TV commercial most frequently used

For the 11th consecutive year, the 30-second television commercial in 1980 was the most frequently used length, accounting for more than 85% of both network and nonnetwork activity, according to the Television Bureau of Advertising.

Based on Broadcast Advertisers Reports' annual figures derived from one-week-per-month monitoring of the top 75 markets, the compilation shows that 30-second use rose by 4.6% over 1979 on the nonnetwork side and by 6.1%.

The runner-up position for nonnetwork went to the 10-second length at 7.8%, down from 8.2% in 1979. In third place was the 60-second announcement, representing 3.9% (no comparison can be made with 1979 because before 1980, 60's were included with 90 seconds and 120 seconds).

Behind the 30-second length on the network level were the 60-second piggyback, amounting to 9.8%, down from 11.1%, and the 60-second commercial at 2.1%, down from 2.8%. Piggybacks of more than 60 seconds accounted for 1.4%, up .2%.

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Adams-Russell	3 mo. 1/4	$10,663,000	+23.8	$814,000	+53.9	.25	$7,968,000	$529,000	.19
Chris-Craft Industries	3 mo. 11/30/80	17,129,000	+13.4	2,356,000	−45.1	.69	15,108,000	4,284,000	1.34
Walt Disney Productions	3 mo. 12/31/80	203,510,000	+ 9.7	25,945,000	+ 1.1	.80	185,483,000	25,653,000	.79
General Electric	yr. 12/31/80	24,960,000,000	+11.1	1,514,000,000	+ 7.4	6.65	22,460,000,000	1,409,000,000	6.20
General Instrument	39 wk. 11/30/80	618,628,000	+20.4	49,271,000	+34.4	5.52	513,604,000	36,660,000	4.26
Gulf + Western	3 mo. 10/31/80	1,363,640,000	− 0.6	76,561,000	+12.3	1.00	1,372,511,000	68,143,000	1.17
Harris Corp.	6 mo. 12/26/80	734,195,000	+26.2	54,949,000	+53.1	1.79	581,653,000	35,899,000	1.19
Marvin Josephson Associates	6 mo. 12/31/80	19,247,100	− 0.7	1,940,000	−20.8	.79	19,394,200	2,450,000	.95
Lee Enterprises	3 mo. 12/31/80	40,316,000	+ 9.8	4,814,000	+ 7.3	.67	36,723,000	4,484,000	.62
MCI Communications	9 mo. 12/31/80	162,428,000	+61.0	13,214,000	+62.4	.13	100,905,000	8,138,000	.10
Media General	yr. 12/31/80	332,460,000	+18.4	28,293,000	+11.2	3.91	280,643,000	25,440,000	3.42
Meredith Corp.	6 mo. 12/31/80	194,621,000	+14.0	14,370,000	+30.8	4.85	170,780,000	10,983,000	3.53
Microdyne Corp.	yr. 11/2/80	23,715,000	+35.5	3,207,000	+ 8.8	1.16	17,498,000	2,948,000	1.18
Multimedia	yr. 12/31/80	163,625,000	+22.6	21,618,000	+14.5	2.15	133,487,000	18,876,000	1.87
New York Times Co.	9 mo. 9/30/80	530,866,000	+14.0	29,869,000	+20.5	2.48	468,998,000	24,781,000	2.09
A.C. Nielsen Co.	3 mo. 11/30	135,549,000	+18.9	7,437,000	− 1.2	.66	114,013,000	7,528,000	.67
Outlet Co.	9 mo. 10/30/80	91,851,000	+14.9	−37,022,000	...	−14.93	80,230,000	253,000	−.15

New York has
Good Vibrations
(ON METROMEDIA'S INDEPENDENT WNEW-TV)
15 THEATRICAL HITS FOR THE 80's.
Titles include: "Goodbye Franklin High," "Starhops," "Malibu Beach," and "The Van."
GOLD KEY ENTERTAINMENT
159 W. 53RD ST., NEW YORK, N.Y. 10019 (212) 486-9115
6922 HOLLYWOOD BLVD., LOS ANGELES, CA 90028 (213) 856-8200

Please send

Broadcasting

The News Magazine of the Fifth Estate

Name ____________________

Company ____________________

☐ Business Address
☐ Home Address ____________________

City ____________________

State ____________ Zip ____________

Type of Business ____________________

Title/Position ____________________

Are you in cable TV operations ☐ Yes ☐ No

Signature (required) ____________________

☐ **3 years $135** ☐ **2 years $95** ☐ **1 year $50**

(Canadian and international subscribers add $12/year).

☐ **1980 Yearbook $55.00**

(If payment with order: $50.00)

☐ **Payment enclosed** ☐ **Bill me**

For Address Changes Place Most Recent Label Here.

1735 DeSales Street, N.W., Washington, D.C. 20036

24-HR. PROFESSIONAL SERVICE FOR COLLINS & CONTINENTAL AM & FM TRANSMITTERS

Continental Electronics offers parts and engineering service for all Collins AM & FM transmitters.

Whenever you want parts or service for your Collins or Continental equipment, phone our service numbers day or night,

(214) 327-4532 parts
(214) 327-4533 service

Continental Electronics Mfg. Co.
Box 270879; Dallas, Texas 75227
Phone (214) 381-7161
1 kW thru 50 kW AM & FM transmitters and related equipment.

Continental Electronics

"A New Strength in Radio Broadcasting Equipment"

The Choice Is Yours

- Syndicated movie and news themes
- TV station image campaigns
- TV Production library

Choose only what you need from the Great Impressions Package. Call today.

AMERICAN IMAGE™ PRODUCTIONS

P.O. Box 23355
Nashville, Tennessee 37202
1-800-251-2058

In Tennessee, 615-329-1988

Sacramento-Stockton-Modesto major television market, to add three San Francisco network affilites. Big Valley is currently authorized to carry signals of 16 television stations, including three local network affiliates, KCRA-TV (NBC) and KXTV-TV (CBS) Sacramento, and KOVR-TV (ABC), Stockton. Two Sacramento affiliates opposed Big Valley's request to carry San Francisco affiliates, as did KTXL, a Sacramento independent. FCC found the effect on local stations of San Francisco stations' carriage would be minimal and, in fact, only KOVR's 35-mile protected zone encompassed the cable communities. Action Feb. 6.

■ The FCC has found that Cablevision Inc., operator of cable telvision system at Alma, St. Louis, Breckenridge, and Ithaca, Mich., violated several FCC rules in transferring carriage of Bay City station WNEM-TV from cable Channel 5 to Channel 20. Commission directed its Cable Telvision Bureau to issue monetary forfeiture notice to Cablevision. In response to petition for declaratory ruling by Meredith Corporation, licensee of WNEM-TV, the FCC found Cablevision's voluntary transfer of WNEM-TV from carriage on cable channel 5 to channel 20 last June violated rules requiring a significantly viewed station to be carried at that station's request on the channel number on which station is transmitting, except where technically infeasible. Although Cablevision continued to carry WNEM-TV after June 20, 1980, it did so on channel that was not unrestrictedly available to its subscribers since converter needed to receive new channel position for WNEM-TV was provided only if subscribers requested it, FCC said. Such carriage of mandatory signal violates the signal carriage rules, as well as on-channel carriage rule. Action Feb. 4.

Allocations

Grants

■ McNary and Whiteriver, Ariz.—In response to a petition by The White Mountain Apache Tribe of Arizona proposed reassigning 88.1 mhz from McNary to Whiteriver as its first FM assignment, comments due March 23, replies April 13. (BC Doc. 81-31). Action Jan. 22.

■ San Luis Obispo, Calif.—Assigned 98.1 mhz to San Luis Obispo as its third FM assignment, effective March 23. (BC Doc. 80-121). Action Jan. 28.

■ Temecula, Calif.—In response to a petition by Valley Public Radio Inc. proposed assigning 88.9 mhz to Temecula as its first noncommercial FM assignment, comments due March 23, replies April 13. (BC Doc. 81-32). Action Jan. 22.

■ Augusta, Ga.—In response to a petition by Santee-Cooper Broadcasting Co. proposed assigning 98.3 mhz to Augusta as its fifth FM assignment, comments due March 23, replies April 13. (BC Doc. 81-35). Action Jan. 22.

■ Osceola, Iowa—In response to a petition by M.W. Jack Beaman proposed assigning 107.1 mhz to Osceola as its first FM assignment, comments due March 23, replies April 13. (BC Doc. 81-29). Action Jan. 22.

■ Hoisington, Kan.—In response to a petition by Heart of Kansas Radio Inc. proposed substituting 100.7 mhz for 100.9 mhz at Hoisington, comments due March 23, replies April 13. (BC Doc. 81-36). Action Jan. 22.

■ Liberal, Kan.—In response to a petition by Lawrence E. Steckline proposed replacing 99.3 mhz with 101.5 mhz and replacing 105.5 mhz with 107.5 mhz at Liberal, comments due March 23, replies April 13. (BC Doc. 81-37). Action Jan. 22.

■ Alameda and Albuquerque, N.M.—Assigned 103.3 mhz to Albuquerque, as its eighth FM assignment, effective March 23. (BC Doc. 80-160). Action Jan. 22.

■ Carthage, N.Y.—In response to petition by Inter-Country Broadcasting Corporation proposed assigning 103.1 mhz to Carthage as its first FM assignment, comments due March 23, replies April 13. (BC Doc. 81-30). Action Jan 22.

■ Allendale, S.C.—Assigned 93.5 mhz to Allendale as its first FM assignment, effective March 23. (BC Doc. 80-131). Action Jan. 22.

■ Elkins, W.Va.—In response to a petition by Marja Broadcasting Corporation proposed assigning 99.3 mhz to Elkins as its second FM assignment, comments due March 23, replies April 13. (BC Doc. 81-34). Action Jan. 22.

■ Kingwood, W.Va.—In response to a petition by Preston Communications proposed assigning 96.7 mhz to Kingwood as its first FM assignment, comments due March 23, replies April 13. (BC Doc. 81-33). Action Jan. 22.

■ Westover and Grafton, W.Va.—Granted petition for reconsideration by Craig L. Falkenstine and assigned 100.9 mhz to Westover and substituted 95.9 mhz for ch. 265A in Grafton, effective March 23 and modified the license of Conti Broadcasting Inc. for Station WQIT(FM) Grafton, W. Va., to specify operation on ch. 240A in lieu of ch. 265A. (BC Doc. 80-47). Action Jan. 23.

■ Bountiful, Centerville and West Jordan, all Utah; and Rock Springs, Wyo.—Substituted 99.5 mhz for 105.5 mhz at Bountiful; assigned ch. 288A to Centerville as its first FM assignment; assigned 102.7 mhz to West Jordan; and substituted 104.5 mhz for ch. 258 at Rock Springs, effective March 23. (BC Doc. 80-95). Action Jan. 22.

■ Ashland, Ore.—Assigned 105.1 mhz and 101.9 mhz and deleted 101 mhz from Ashland, effective March 30 and modified the license of KKIC(FM) Ashland to specify operation on ch. 270, in lieu of ch. 269A. (BC Doc. 80-122). Action Jan. 27.

Cable

■ The following cable service registrations have been filed:

Applications

■ Torrence Communications Inc. for Pearl, Brandon, Rankin, all Mississippi (MS0117, 110, 114) add signal.

■ Center Cable TV Inc. for Center, N.D. (ND0051) add signal.

■ Warner Amex Cable Communications Inc. for Crockett, Tex. (TX0047) add signal.

Summary of broadcasting

FCC tabulations as of Dec. 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,584	3	2	4,589	111	4,700
Commercial FM	3,279	2	1	3,282	143	3,425
Educational FM	1,090	0	2	1,092	71	1,163
Total Radio	8,953	5	5	8,963	325	9,288
Commercial TV	518	1	0	519	9	528
VHF	234	0	0	234	92	326
UHF	101	1	4	106	6	112
Educational TV	155	2	5	162	15	177
VHF	1,008	4	9	1,019	122	1,143
UHF	345	0	0	345	181	526
Total TV	2,525	0	0	2,524	252	2,826
FM Translators	1,389	0	0	1,389	478	1,867
TV Translators						
UHF	2,572	0	0	2,572	251	2,823
VHF	1,362	0	0	1,362	498	1860

*Special temporary authorization

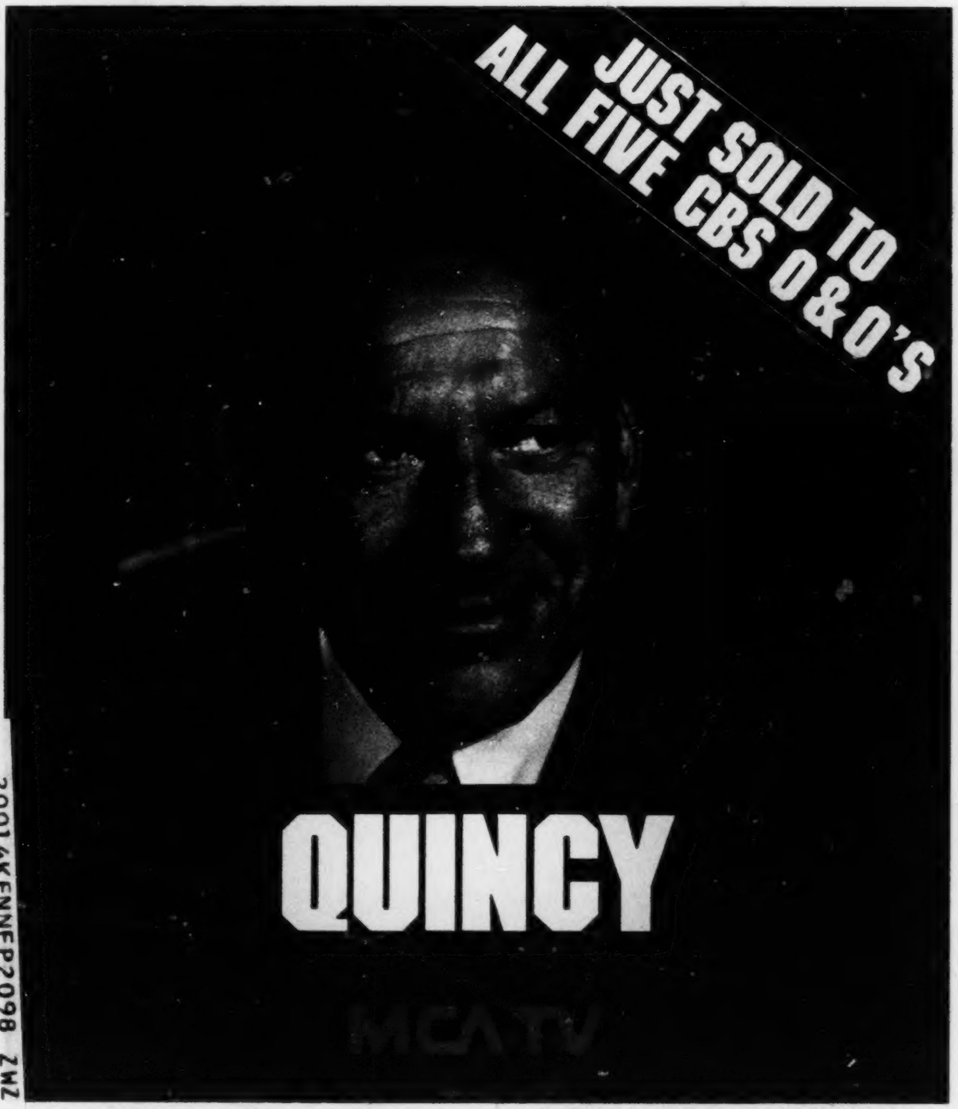
**Includes off-air licenses

Low-power TV: the land rush is on
November sweeps: the prime time breakdown

Broadcasting ® **Feb 23**

The News Magazine of the Fifth Estate □ Vol. 100 No. 8 Our 50th Year □ 1981

2/23/81 C 1750-1 U -



(c) 1981. Universal City Studios, Inc. All rights reserved.

20014KENNEP2098 ZWZ APR/81
J P KENNEDY
CIS **SAMPLE
4520 EAST WEST HWY
SUITE 800
WASHINGTON DC 20014

The First 50 Years Of Broadcasting
1949
□
PAGE 39

Broadcasting Feb 23

The Week in Brief

TOP OF THE WEEK

HOUSTON VERDICT: GUILTY ☐ Federal jury finds city, mayor and Gulf Coast Cable Television conspired to limit competition in 1978 contest for CATV franchises. Plaintiff awarded $6.3 million damages. **PAGE 27.**

REAGAN ACROSS THE BOARD ☐ President's economy address on Wednesday is just beginning of administration's PR blitz. **PAGE 28.**

LPTV DELUGE ☐ Low-power filings at FCC pass 3,000 mark with Microband's 100 among the biggest. Appeals court turns down CPB request for stay of interim processing rules for LPTV. **PAGE 29.**

THE BRITISH ARE COMING ☐ Joint teletext venture of British Telecom and Logica will compete with French system in U.S. market. **PAGE 30.**

SIX WEEKS' WIRTH ☐ House Telecommunications Subcommittee has 10 issues on agenda, including looks at program diversity, copyright and broad spectrum of policy issues. **PAGE 30.**

CALL TO ARMS ☐ NCTA's Wheeler repeats objections to settlement of AT&T antitrust suit. He asks united front in fight for regulation of company he feels imperils some broadcast and cable interests. **PAGE 31.**

ARBITRON SWEEPS ☐ Network TV's prime-time audience in November 1980 declined 1.8% from preceding year, according to CBS researchers who report their network as the only one with increase in total homes delivered. Comparative performances in 214 markets listed. **PAGE 32.**

SPECIAL REPORT

LOW POWER IN HIGH GEAR ☐ When the decade dawned, low-power TV was a relatively obscure contender in the technological race of the 80's. All that changed last September when the FCC opened the doors for the new service and proposed rules that more aptly might be called no rules. Here's how LPTV is expected to work and how entrepreneurs will build, pay for and operate stations. **PAGE 38.** A short primer on how to apply. **PAGE 43.** A complete rundown of the major applicants as well as where and what they want starts on **PAGE 58.**

PROGRAMING

$40-MILLION PROJECT ☐ Bristol-Myers's 10-year contract with USA Network makes it first major advertiser to provide continuous programing for national cable network. **PAGE 67.**

LAW & REGULATION

INTERIM DBS URGED ☐ Comsat defends itself against broadcaster opposition as it reargues its case for service now pending final guidelines. **PAGE 70.**

TECHNOLOGY

CANADIAN POTSHOTS ☐ Dominion recruits support for its opposition to 9 khz with brochure that points finger at U.S. as spectrum grabber. **PAGE 75.**

MEDIA

EQUAL TIME FOR AT&T ☐ Company executives give their side of story to NAB executive committee board in answer to earlier ANPA allegations about telco intentions. Radio deregulation, 9 khz plans also reviewed at NAB session. **PAGE 79.**

BUSINESS

COMCAST'S RISING STAR ☐ Company discusses its revenue growth, cash flow breakdowns, cable philosophy and accounting practices with Wall Street experts. **PAGE 83.**

JOURNALISM

SITTING ON HANDS ☐ duPont-Columbia awards jurors find little to applaud in past year's broadcast journalism, but do salute some old hands for maintaining good standards. **PAGE 85.**

1949

THE 'BROADCASTING' YEARS ☐ The FCC docked its Mayflower decision against editorializing, deep-sixed its Avco rule on station sales, and tried to take away giveaway shows. Other 1949 highlights involved national talent raids, state censorship forays and city taxes on broadcasters. **PAGE 89.**

PROFILE

BIRTH OF A SALESMAN ☐ In 1969, Ted Hepburn turned his back on station management to become a broker of broadcast properties. Today, as president of Ted Hepburn Co., he has long list of successful transactions that proves he made the right decision. **PAGE 111.**

Index to departments

Business Briefly 10
Changing Hands 80
Closed Circuit 9
Datebook 16
Editorials 114
Fates & Fortunes 107
For the Record 96
In Sync 79
Monday Memo 14
Monitor 68
Open Mike 22
Playback 69
Stock Index 85
Washington Watch 70

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $30 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44891 (full year $27.50).

Index to advertisers ■ Accuracy In Media 74 ☐ American Image 83 ☐ American Insurance Association 56-57 ☐ Associated Press 19 ☐ Blackburn & Co. 80 ☐ Block, Butterfield & Riely 66 ☐ Broadcast Electronics 78 ☐ Colbert TV 51-53 ☐ Enterprise Radio 20-21 ☐ Frazier, Gross & Kadlec 12 ☐ Harris 75 ☐ Hayes Broadcasting Corp. 82 ☐ Home Theater Network 68 ☐ Rex Humbard 63 ☐ Jameson Broadcast 67 ☐ Katz 42 ☐ Lutheran Television 47 ☐ MCA-TV front cover, 8 ☐ MGM-TV inside fronter cover/3, 4-5, 24-25, 36-37 ☐ Mag-Net 13, 15 ☐ McGavren-Guild Radio 59 ☐ Metromedia Producers Corp. 6 ☐ Midstate Computing 35, 35a-35b ☐ More Music Programming 70 ☐ Omni International Ltd. 17 ☐ Paramount 40-41 ☐ Post-Newsweek Productions 72-73 ☐ RKO Radio inside back cover ☐ Radio Index 71 ☐ Cecil L. Richards 81 ☐ Singer Products Co. 69 ☐ 20th Century-Fox TV 48-49, 55, 61, back cover ☐ Tandem 11 ☐ Viacom 23, 44-45, 64-65 ☐ Victory Television 76-77 ☐ WCCO-TV 88 ☐ WFAA-TV 91 ☐ WNBC 26 ☐ WSBY/WQHQ 85 ☐ Westwood One 10 ☐

CBS up, NBC and ABC down in November Arbitron sweeps

The average prime-time audience of TV network affiliates in last November's Arbitron sweep of local markets declined 1.8% from the November before, despite a 6.7% gain in homes delivered by CBS affiliates. Homes delivered by NBC affiliates were off 8.5%; by ABC affiliates, off 4.4%.

The figures, compiled by CBS researchers from Arbitron sweep reports for 214 markets, show that network affiliates in total delivered 41,518,000 homes per average quarter-hour in prime time, down from 42,290,000 in November 1979. CBS affiliates averaged 15,438,000 homes, up from 14,474,000 the year before; ABC affiliates averaged 14,361,000, down from 15,016,000, and NBC affiliates averaged 11,719,000, down from 12,800,000.

Just what caused the overall slippage wasn't clear. Some observers speculate that the delay in starting the 1980-81 prime-time season, caused by the actors' strike, was one factor. Most feel that cable, especially pay-cable, and independent stations have taken away some network viewers, although pay cable is also credited with increasing TV usage. Between slightly increased usage and slightly lower network ratings, the networks' share of audience dropped about four percentage points—to about 88% from about 92%—between November-December 1979 and the same period of 1980 ("Closed Circuit," Jan. 5).

On the basis of national ratings for the November sweeps period, CBS had been projected as an easy winner (BROADCASTING, Dec. 1, 8, 1980). The market-by-market compilations spelled out details: In prime time in markets with three or more stations, for instance, CBS affiliates placed first in 83, ABC affiliates in 48, NBC affiliates in 12. These counts, which include ties, represented a gain of 42 first places for CBS as compared with November 1979 and losses of 22 for ABC affiliates and 15 for NBC. At the other extreme, CBS had 15 third-place markets, down from 34 a year earlier; ABC had 35, unchanged from November 1979, and NBC had 83, up from 61.

CBS also reported that of 177 markets in which it has affiliates and for which Arbitron provides reports, CBS affiliates gained in homes delivery in 136 markets (as compared with November 1979), declined in 29 and showed no change in 12. For ABC the count was 51 gains, 108 declines and 16 unchanged. For NBC: 20 gains, 145 declines, 10 unchanged.

Among the top 100 markets, in the 97 where all three networks have affiliates, CBS counted 60 firsts, 29 seconds and eight third-place rankings for CBS affiliates in prime time; for ABC affiliates, 33 first, 42 seconds and 22 thirds; for NBC affiliates, five firsts, 27 seconds, 65 thirds.

□

The chart below was developed by BROADCASTING from compilations by CBS researchers of Arbitron's November 1979 and 1980 sweeps. Household (HH) numbers are in thousands (add 000) per average prime-time quarter-hour. Percentage change for 214 markets for the Oct. 29 to Nov. 25 sweep period is included. NC means no change. A dash (—) indicates no primary affiliate in market. An asterisk denotes affiliation changes during sweep period.

	ABC		%	CBS		%	NBC		%
	1979	1980	change	1979	1980	change	1979	1980	change
153. Abilene-Sweetwater, Tex.	14	17	21.4	10	18	+80	36	**26**	−27.8
152. Albany, Ga.	—	—		—	—		56	**47**	−16.1
49. Albany-Schenectady-Troy, N.Y.	98	84	−14.3	82	71	−13.4	92	**93**	+1.1
72. Albuquerque, N.M.	78	**72**	−7.7	51	51	NC	46	42	−8.7
174. Alexandria, La.	—	—		—	—		32	**25**	−21.9
160. Alexandria, Minn.	—	—		—	—		44	**37**	−15.9
213. Alpena, Mich.	—	—		6	**7**	+16.7	—	—	
111. Amarillo, Tex.	45	**41**	− 8.9	24	31	+25.2	27	26	−3.7
172. Anchorage	15	**13**	−13.3	12	**13**	+8.3	12	12	NC
139. Anniston, Ala	—	—		14	**18**	+28.6	—	—	
170. Ardmore-Ada, Okla.	15	12	−20.0	28	**24**	−14.3	—	—	
16. Atlanta*	163	196	+20.2	191	**220**	+15.6	178	128	−28.1
110. Augusta, Ga.	47	**48**	+2.1	40	44	+10.0	9	10	+10.0
95. Austin, Tex.	43	39	−9.3	48	**56**	16.7	29	25	−13.8
155. Bakersfield, Calif.	25	**21**	−16.0	15	15	NC	21	17	−19.0
19. Baltimore	181	**177**	−2.2	167	151	−9.6	150	142	−5.3
148. Bangor, Me.	16	17	+6.3	29	**30**	+3.4	23	18	−21.7
96. Baton Rouge	67	60	−10.4	57	**62**	+8.8	28	27	−3.6
120. Beaumont-Port Arthur, Tex.	35	34	−2.9	47	**50**	+6.4	36	29	−14.4
207. Bend, Ore.	—	—		0	**4**		3	—	
173. Billings, Mont.	16	16	NC	18	**19**	+5.6	—	—	
185. Biloxi-Gulfport-Pascagoula, Miss.	34	**34**	NC	—	—		—	—	
124. Binghamton, N.Y.	15	15	NC	50	**52**	+4.0	16	14	−12.5
44. Birmingham, Ala.	140	**145**	+3.6	48	53	+10.4	98	80	−18.4
144. Bluefield-Beckley-Oak Hill, W.Va.	27	**26**	−3.7	—	—		32	21	−34.4
161. Florence, S.C.	—	—		40	**52**	+30.0	—	—	
126. Fort Myers-Naples, Fla.	17	17	NC	34	**37**	+8.8	24	22	−8.3
144. Fort Smith, Ark.*	11	10	−9.1	11	**34**	+209.1	35	14	−60.0
94. Fort Wayne, Ind.	41	40	−2.4	43	**45**	+4.7	34	30	−11.8
68. Fresno, Calif.	51	46	−9.8	52	**54**	+3.8	48	44	−8.3
177. Gainesville, Fla.	16	**15**	−6.3	—	—		—	—	
187. Grand Junction, Colo.	5	6	+20.0	15	**14**	−6.7	—	—	
38. Grand Rapids-Kalamazoo-Battle Creek, Mich.	67	71	+6.0	93	**100**	+7.5	87	84	−3.4
Extra ABC Affiliate	36	**42**	+16.7	—	—		—	—	
169. Great Falls, Mont.	15	**16**	+6.7	17	15	−11.8	—	—	
65. Green Bay, Wis.	73	70	−4.1	69	**74**	+7.2	71	64	−9.0
53. Greensboro-Winston-Salem-High Point, N.C.	97	92	−5.2	91	**110**	+20.9	78	65	−16.7
102. Greenville-New Bern, Washington, N.C.	30	26	−13.3	47	44	−60.4	57	**50**	−12.3
37. Greenville-Spartanburg, S.C.-Asheville, N.C.	94	93	−1.1	103	**118**	+14.6	114	106	−7.1
186. Greenwood-Greenville, Miss.	24	21	−12.5	—	—		—	—	
46. Harrisburg, Pa.	64	**68**	+6.3	42	51	+21.4	—	—	
Lancaster-Lebanon, Pa.	—	—		22	29	+31.8	90	**84**	−6.7
York, Pa.	—	—		12	**15**	+25.0	—		—

143. Boise, Idaho	23	24	+4.3	25	26	+4.0	31	**28**	−4.7
6. Boston	338	**330**	−2.4	299	308	+3.0	268	263	−1.9
204. Bowling Green, Ky.	24	**22**	−8.3	—	—		—	—	
83. Bristol, Va.-Kingsport-Johnson City, Tenn.	25	27	+8.0	54	**64**	+18.5	70	60	−14.3
29. Buffalo, N.Y.	129	**133**	+3.1	122	113	−7.4	104	91	−12.5
99. Burlington, Vt.-Plattsburgh, N.Y.	18	15	−16.7	53	**56**	+5.7	29	26	−10.3
196. Casper-Riverton, Wyo.	19	**14**	−26.3	—	3	—	2	3	+50.0
79. Cedar Rapids-Waterloo, Iowa	61	**60**	−1.6	54	52	−3.7	60	50	−16.7
111. Charleston, S.C.	35	31	−11.4	45	**49**	+8.9	32	28	−12.5
43. Charleston-Huntington, W.Va.	76	77	+1.3	93	103	+10.8	116	**106**	−8.6
35. Charlotte, N.C.	111	114	−2.7	137	**159**	+16.1	44	0	−31.8
148. Charlottesville, Va.	—	—		—	—		7	**4**	−41.9
77. Chattanooga	54	54	NC	56	**64**	+14.3	67	54	−19.4
177. Cheyenne, Wyo.	—	—		25	**24**	−4.0	—	—	
3. Chicago	595	**554**	−6.9	503	523	+4.0	450	459	+2.0
141. Chico-Redding, Calif.	26	**28**	+7.7	23	26	−13.0	—	—	
27. Cincinnati	134	133	−1.0	138	**155**	+12.3	108	99	−8.3
163. Clarksburg-Weston, W.Va.	19	13	−31.6	24	**27**	+12.5	—	—	
9. Cleveland	311	**304**	−2.3	257	257	NC	228	216	−5.2
104. Colorado Springs-Pueblo	44	**39**	−11.4	36	37	+2.8	34	33	−2.9
97. Columbia, S.C.	24	27	+12.5	22	28	+27.2	65	**61**	−6.2
129. Columbia-Jefferson City, Mo.	18	15	−16.7	30	**33**	+10.0	30	25	−16.7
113. Columbus, Ga.	56	**57**	+1.8	48	52	+8.3	15	14	−6.7
32. Columbus, Ohio	123	116	−5.7	126	**147**	16.7	101	89	−11.8
146. Columbus-Tupelo, Miss.	—	—	—	23	29	+26.1	53	**35**	−34.0
134. Corpus Christi, Tex.	31	**29**	−6.5	29	**29**	NC	24	21	−12.5
10. Dallas-Fort Worth	262	261	NC	236	**265**	+12.3	195	172	−11.8
71. Davenport, Iowa-Rock Is.-Moline, Ill.	59	55	−6.8	60	**63**	+5.0	58	48	−17.2
50. Dayton, Ohio *	75	81	+8.0	112	**125**	+11.6	76	58	−23.7
20. Denver	168	**176**	+4.8	130	133	+2.3	131	118	−9.9
64. Des Moines	61	53	−13.1	80	**85**	+6.3	60	56	−6.7
7. Detroit	362	**345**	−4.7	310	338	+9.0	278	305	+9.7
165. Dothan, Ala.	9	9	NC	40	**43**	+7.5	—	—	
203. Dubuque, Iowa	7	**6**	−14.3	—	—		—	—	—
106. Duluth, Minn.-Superior, Wis.	40	34	−15.0	40	**43**	+7.5	28	27	−3.6
181. El Centro, Calif.-Yuma, Ariz.	—	—		2	3	+50.0	9	**8**	−11.1
103. El Paso	35	**32**	−8.6	24	28	+16.7	32	26	−18.8
158. Elmira, N.Y.	19	**13**	−31.6	—	—		14	**13**	−7.1
138. Erie, Pa.	30	28	−6.7	28	26	−7.1	32	**33**	+3.1
125. Eugene, Ore.	28	31	+10.7	—	—		38	**38**	NC
182. Eureka, Calif.	11	**10**	−9.1	12	9	−25.0	—	—	
89. Evansville, Ind.	60	**52**	−13.3	39	45	+15.4	38	34	−10.5
98. Fargo, N.D.	34	38	+11.8	38	**43**	+13.2	38	23	−39.5
206. Farmington, N.M.	—	—		—	—		5	**5**	NC
208. Flagstaff, Ariz.	—	—		—	—		6	**7**	+16.7
52. Flint-Saginaw-Bay City, Mich.	106	**102**	−3.8	44	47	+6.8	98	78	−20.4
195. Harrisonburg, Va.	24	**20**	−16.7	—	—		—	—	
26. Hartford-New Haven, Conn.	179	159	−11.2	180	**174**	−3.3	49	51	+4.1
(Extra NBC affiliate)	—	—		—	—		9	10	+11.1
212. Helena, Mont.	—	—		—	—		4	**4**	NC
12. Houston	245	**244**	NC	204	228	+11.8	197	179	−9.1
87. Huntsville-Decatur-Florence, Ala.	51	47	−7.8	50	**63**	+26.0	10	5	−50.0
(Extra NBC affiliate)	—	—		—	—		34	30	−11.8
157. Idaho Falls-Pocatello	13	13	NC	15	**18**	+20.0	17	16	−5.9
21. Indianapolis	152	146	−3.9	140	**163**	+16.4	126	112	−11.1
81. Jackson, Miss.	35	29	−17.1	48	**61**	+27.1	58	52	−10.3
191. Jackson, Tenn.	34	**25**	−26.5	—	—		—	—	
66. Jacksonville, Fla.*	42	61	+45.2	83	**93**	+12.0	61	45	−26.2
78. Johnstown-Altoona, Pa.	8	0	—	62	66	+6.5	80	**69**	−13.8
171. Jonesboro, Ark.	29	**26**	−10.3	—	—		—	—	
107. Joplin, Mo.-Pittsburgh, Kan.	37	39	+5.4	25	28	+12.0	47	**41**	−12.8
25. Kansas City, Mo.	137	**158**	+15.3	135	139	+3.0	109	110	+1.0
60. Knoxville, Tenn.	69	72	+4.3	99	**105**	+6.1	42	33	−21.4
128. La Crosse, Eau Claire, Wis.	12	15	+25.0	35	**41**	+17.1	35	33	−5.7
192. Lafayette, Ind.	—	—		14	**14**	NC	—	—	
116. Lafayette, La.	50	44	−13.0	54	**66**	+22.2	—	—	
175. Lake Charles, La.	—	—		—	—		31	**24**	−22.5
91. Lansing, Mich.	—	—		68	**68**	NC	40	38	−5.0
205. Laredo, Tex.	—	—		5	**7**	+40.0	6	6	NC
122. Las Vegas	24	**27**	+12.5	28	**27**	−3.6	25	21	−16.0
166. Laurel-Hattiesburg, Miss.	—	—		L	—		29	**25**	−13.8
85. Lexington, Ky.	40	39	−2.5	56	**69**	+23.2	53	43	−18.9
193. Lima, Ohio	—	—		—	—		13	**13**	NC
84. Lincoln-Hastings-Kearney, Neb.	38	34	−10.5	59	**66**	+11.9	17	15	−11.8
54. Little Rock, Ark.	101	**92**	−8.9	77	88	+14.3	83	72	−13.3
2. Los Angeles	735	**664**	−9.7	557	591	+63	536	525	−2.1
42. Louisville, Ky.	68	74	+8.8	104	**112**	+7.7	103	90	−12.6
133. Lubbock, Tex.	25	28	+12.0	26	**32**	−23.1	35	28	−20.0
137. Macon, Ga.	—	—		46	**48**	+4.3	18	13	−27.8
131. Madison, Wis.	37	35	−5.4	48	**57**	+18.8	35	31	−11.4
194. Mankato, Minn.	—	—		19	**20**	+5.3	—	—	
150. Marquette, Mich.	—	—		26	**24**	−7.7	—	—	
140. McAllen-Brownsville, Tex.	27	26	−3.7	27	**29**	+7.4	—	—	
154. Medford, Ore.	32	**32**	NC	—	25	—	25	—	—
34. Memphis	97	89	−8.2	123	**147**	+19.5	95	94	−1.1
176. Meridian, Miss.*	—	**21**	—	30	14	−53.3	5	—	—
7. Miami	173	162	−6.4	186	**181**	−2.7	162	137	−15.4
214. Miles City-Glendive, Mont.	—	—		1	**1**	NC	1	**1**	NC
28. Milwaukee	137	**133**	−2.9	131	**133**	+1.5	116	107	−7.8
13. Minneapolis-St. Paul	192	182	−5.2	194	**221**	+13.9	135	126	−6.7
142. Minot-Bismarck-Dickinson, N.D.	—	—		28	**34**	+21.4	33	32	−3.0
181. Missoula-Butte, Mont.	27	**31**	+14.8	—	—		23	26	+13.0
41. Mobile, Ala. Pensacola, Fla.	67	76	+13.4	90	**103**	+14.4	56	53	−5.4

ADI Rank	ADI	ABC			CBS			NBC		
		1979	1980	% change	1979	1980	% change	1979	1980	% change
114.	Monroe, La.-El Dorado, Ark.	30	27	−10.0	57	**66**	+15.8	6	5	−16.7
118.	Montgomery, Ala.	19	17	−10.5	17	23	+35.3	62	**55**	−11.3
30.	Nashville	94	97	+3.2	142	**161**	+13.4	127	117	−7.9
36.	New Orleans	118	109	−7.6	136	**144**	+5.9	94	80	−14.9
1.	New York	1340	1130	−15.7	1213	**1151**	−5.1	1027	1049	+2.1
47	Norfolk-Portsmouth-Newport News Hampden, Va.	97	83	−14.4	96	**105**	+9.4	76	60	21.1
210	North Platte, Ind.	—	—		—	—		10	**7**	−30.0
150.	Odessa-Midland, Tex.	21	15	−28.6	28	**30**	+7.1	22	19	−13.6
39.	Oklahoma City	89	92	+3.4	95	**107**	+12.6	97	78	−19.6
69.	Omaha	92	**84**	−8.7	71	72	+1.4	70	63	−10.0
40.	Orlando-Daytona, Fla.	104	**98**	−5.8	91	97	+6.6	87	88	+1.1
202.	Ottuma, Iowa-Kirksville, Mo.	25	**19**	−24.0	—	—		—	—	
73.	Paducah, Ky.-Cape Girardeau, Mo.	40	35	−12.5	72	**87**	+20.8	66	57	−13.6
179.	Palm Springs, Calif.	3	**7**	+133.3	—	—		2	**7**	−250.0
167.	Panama City, Fla.	23	**23**	NC	—	—		21	17	−19.0
197.	Parkersburg, W. Va.	—	—		—	—	—	7	**5**	−28.6
86.	Peoria, Ill.	49	41	−16.3	48	**45**	−6.25	50	35	−30.0
4.	Philadelphia	612	**518**	−15.4	407	451	+10.8	316	326	+3.2
31	Phoenix	114	**114**	NC	102	107	+4.9	86	86	NC
11.	Pittsburgh	292	**307**	+5.1	245	268	+9.4	168	146	−13.1
24.	Portland, Ore.	128	**130**	+1.6	131	127	−3.1	103	103	NC
74.	Portland-Poland Spring, Me.	50	**52**	+4.0	47	42	−10.6	53	41	−22
199.	Presque Isle, Me.	—	—		9	**9**	NC	—	—	
33.	Providence, R.I.-New Bedford, Mass.	120	**124**	+3.3	80	72	−10.0	113	110	−2.7
147.	Quincy, Ill.-Hannibal, Mo.	—	—		33	**35**	+6.1	31	26	−16.1
41.	Raleigh-Durham, N.C.	107	97	−9.3	108	**115**	+6.5	30	25	−16.7
162.	Rapid City, S.D.	15	15	NC	—	—		27	**23**	−11.8
139.	Reno, Nev.	21	**23**	+9.5	17	17	NC	16	17	+6.3
59.	Richmond, Va.	70	68	−2.9	93	**97**	+4.3	61	59	−3.1
42.	Roanoke-Lynchburg, Va.	40	43	+7.5	73	**99**	+35.6	60	48	−20.1
67	Rochester, N.Y.	69	**67**	−2.9	74	60	−18.9	56	49	−12.1
132.	Rochester-Austin, Minn.-Mason City, Iowa	36	**30**	−16.7	22	24	+9.1	25	24	−4.0
125.	Rockford, Ill.	41	**39**	−4.9	32	35	+9.4	35	26	−25.1
183.	Roswell, N.M.	—	—		14	**16**	+14.3	—	—	
22.	Sacramento-Stockton, Calif.	149	**135**	−9.4	117	118	+1.0	119	125	+5.0
184.	St. Joseph, Mo.	22	**17**	−22.7	—	—		—	—	
14.	St. Louis	185	181	−2.2	200	**210**	+5.0	157	151	−3.8
119.	Salinas-Monterey, Calif.	62	**51**	−17.7	20	16	−20.0	26	22	−15.0
168.	Salisbury, Md.	—	7		26	**22**	−15.4	—	—	
45.	Salt Lake City	94	96	+2.1	88	**105**	+19.3	82	77	−6.0
196.	San Angelo, Tex.	—	—		11	**11**	NC	—	—	
51.	San Antonio	99	89	−10.1	94	**98**	+4.3	72	60	−16.7
23.	San Diego	125	**113**	**−9.6**	**102**	**112**	**+9.8**	**76**	**74**	**−2.6**
5.	San Francisco	329	**321**	−2.4	277	269	−2.9	214	194	−9.0
115.	Santa Barb.-Santa Maria, Calif.	27	**23**	−14.8	17	17	NC	14	15	−7.0
122.	Savannah, Ga.	22	23	+4.5	39	**47**	+20.5	34	30	−11.0
15.	Seattle-Tacoma	178	**195**	+9.6	119	127	+6.7	139	128	−7.9
	Bellingham	—	—		4	8	+100.1		—	—
211.	Selma, Ala.	—	—		8	**9**	+12.5	—	—	
58.	Shreveport, La.-Texarkana, Tex.	69	69	NC	88	**97**	+10.2	58	48	−17.0
121.	Sioux City, Iowa	44	**37**	−15.9	12	13	+8.3	32	27	−15.0
93.	Sioux Falls-Mitchell, S.D.	19	19	NC	66	**72**	+9.1	47	35	−25.0
80.	South Bend-Elkhart, Ind.	51	51	NC	56	**63**	+12.5	53	48	−9.0
70.	Spokane, Wash.	52	51	−109	50	**56**	+12.0	51	51	NC
88.	Springfield, Mass.	69	**61**	−11.6	—	—		49	47	−4.1
82.	Springfield, Mo.	20	26	+30.0	55	**74**	+34.5	70	58	−17.0
75.	Springfield-Decatur-Champaign, Ill.	55	53	−3.6	62	**69**	+11.3	58	50	−13.0
63.	Syracuse, N.Y.	64	64	NC	81	**80**	−1.2	79	69	−12.5
136.	Tallahassee, Fla.	13	14	+7.7	51	**51**	NC	—	—	
18.	Tampa-St. Petersburg, Fla.	123	128	+4.1	199	**212**	+6.5	154	146	−5.2
109.	Terre Haute, Ind.	15	13	−13.3	43	**47**	+ 9.3	37	31	−16.2
155.	Toledo, Ohio	74	68	− 8.1	84	**97**	+15.5	82	74	− 9.8
145.	Topeka, Kan.	—	—		35	**46**	+31.4	23	18	−21.7
135.	Traverse City-Cadillac, Mich.	15	15	NC	44	**43**	− 2.3	30	25	−16.7
92.	Tucson, Ariz.	44	**41**	− 6.8	35	37	+ 5.7	37	38	+ 2.7
52.	Tulsa, Okla.	90	**93**	+ 3.3	80	85	+ 6.3	63	54	−14.3
190.	Tuscaloosa, Ala.	—	—		9	**10**	+11.1	—	—	
200.	Twin Falls, Idaho	—	—		—	—		11	**10**	− 9.1
159.	Tyler, Tex.	47	**38**	−19.1	—	—		—	—	
156.	Utica, N.Y.	20	15	−25.0	—	—	—	31	**26**	−16.1
209.	Victoria, Tex.	4	**5**	+25.0	—	—			—	—
100.	Waco-Temple, Tex.	52	**55**	+ 5.8	—	—		35	29	−17.1
8.	Washington	239	229	− 4.2	247	**250**	+ 1.2	176	180	+ 2.3
164.	Watertown-Carthage, N.Y.	—	—		22	**26**	+18.2	—	—	
130.	Wausau-Rhinelander, Wis.	29	28	− 3.4	37	**43**	+16.2	12	11	− 8.3
76.	West Palm Beach, Fla.	38	37	− 2.6	10	15	+50.0	51	**53**	+ 3.9
117.	Wheeling, W. Va.-Steubenville, Ohio	—	—		45	**52**	+15.6	61	42	−31.1
57.	Wichita-Hutchinson, Kan.	71	61	−14.1	79	**75**	− 5.1	75	69	− 8.0
108.	Wichita Falls, Tex.-Lawton, Okla.	33	30	− 9.1	33	**35**	+ 6.1	29	25	−13.8
148.	Wilkes Barre-Scranton, Pa.	103	**97**	− 5.8	69	68	− 1.4	86	74	−14.0
131.	Wilmington, N.C.	28	31	+10.7	—	—		61	**50**	−18.0
127.	Yakima, Wash.	27	22	−18.5	29	**32**	+10.3	20	19	− 5.0
90.	Youngstown, Ohio	52	50	− 3.8	60	**62**	+ 3.3	47	40	−14.9
200.	Zanesville, Ohio	—	—		—	—		11	**9**	−18.1

*All audience estimates on these pages are copyrighted 1980 by the Arbitron Co. and may not be quoted or reproduced without the prior written consent of Arbitron.

Ratings Roundup

Thanks in large part to the successful performance of its *East of Eden* mini-series, ABC-TV knocked CBS-TV out of prime-time leadership for the week ended Feb. 15.

The averages brought ABC a solid victory for a February "sweeps" week with a 20.8 rating and 32 share to CBS's 19.1/30 and NBC-TV's sluggish 16.9/26.

CBS took Friday and Sunday, but ABC won the remaining five nights—Tuesday, Thursday and Saturday with regular series and Monday and Wednesday with *East of Eden*.

Eden's two hours on Monday and three-hour conclusion on Wednesday earned scores of 28.1/42 and 26.4/37 respectively. Averaging in the opener a week earlier, ABC claimed a 25.7/37 for the eight-hour mini-series.

Competition proved intense on Sunday when NBC brought out a big-name theatrical movie, "Animal House," ABC did likewise with "Jaws 2" and CBS trusted its normally strong series lineup. "Animal House" scored a 22.3/32 and "Jaws 2" a 20.9/31, both beating CBS during the hours the movies ran. But it was CBS that won the evening's prime-time average (CBS: 20.5/31; NBC: 20.2/31, and ABC: 18.5/28) due to the success of *60 Minutes* (24.3/38) against ABC's *Those Amazing Animals* (14.6/23) and NBC's *Doug Henning's World of Magic* special (16.9/27) before the movies started.

For the first 12 days of the Arbitron "sweep" period when local stations are rated nationwide, CBS and ABC were neck-and-neck with 20.1 and 20.0 ratings while NBC trailed with a 16.5. The Nielsen count, begun a day earlier, had CBS with a 20.6 to ABC's 20.1 and NBC's 15.9.

The First 20

1.	*Dallas*	CBS	30.6/52
2.	*East of Eden* (miniseries, part II)	ABC	28.1/42
3.	*Dukes of Hazzard*	CBS	27.3/44
4.	*East of Eden* (miniseries, part III)	ABC	26.4/37
5.	*Little House on the Prairie*	NBC	25.4/36
6.	*M*A*S*H*	CBS	24.8/35
7.	*60 Minutes*	CBS	24.3/38
8.	*Three's Company*	ABC	24.3/35
9.	*Too Close for Comfort*	ABC	23.5/34
10.	*Hart to Hart*	ABC	22.8/36
11.	*Love Boat*	ABC	22.6/39
12.	*Happy Days*	ABC	22.5/32
13.	*Bob Hope Valentine Special*	NBC	22.4/31
14.	"Animal House"	NBC	22.3/32
15.	*20/20*	ABC	21.8/35
16.	*That's Incredible*	ABC	21.8/31
17.	*Magnum, P.I.*	CBS	21.7/33
18.	*Laverne & Shirley*	ABC	21.6/30
19.	*Real People*	NBC	21.4/30
20.	"Jaws 2"	ABC	20.9/31

The Final Five

62	*Hill Street Blues*	NBC	12.3/23
63	*Flo*	CBS	12.1/21
64	*Midnight Lace* (made for TV movie)	NBC	10.8/16
65.	*Ladies' Man*	CBS	10.2/18
66.	*NBC Magazine* "Day with President Reagan"	NBC	8.0/14

Play Back

Star date set. National Public Radio's long-awaited drama series, *Star Wars*, will be fed to network's member stations beginning in March. Thirteen-episode, half-hour series is based on George Lucas's science fiction film and produced in association with his company, Lucasfilm Ltd.

□

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist:* (1) *Woman* by John Lennon on Geffen; (2) *Celebration* by Kool & The Gang on De-Lite; (3) *Nine To Five* by Dolly Parton on RCA; (4) *The Tide Is High* by Blondie on Chrysalis; (5) *I Love A Rainy Night* by Eddie Rabbitt on Elektra. The top five in **country radio airplay:** (1) *Angel Flying Too Close* by Willie Nelson on Columbia; (2) *As Good As You Look* by Bellamy Bros. on Warner Bros.; (3) *Who's Cheatin' Who* by Charly McClain on Epic; (4) *Are You Happy Baby* by Dottie West on United Artists; (5) *Southern Rains* by Mel Tillis on Elektra.

SINGER PRODUCTS
COMPANY, INCORPORATED

ANNOUNCES THE FORMATION OF

SINGER BROADCAST PRODUCTS, INC.

BOX 5500 · CHERRY HILL, NEW JERSEY 08034

FOR THE MANUFACTURE OF

CCA

and

Sintronic

AM AND FM BROADCAST TRANSMITTERS

and

VHF AND UHF TELEVISION TRANSMITTERS

SEE US AT BOOTHS 103 AND 126
NAB '81 · LAS VEGAS
APRIL 12-15

A member of the Singer Products Group of Companies
875 Merrick Avenue, Westbury, N.Y. 11590
Established in 1937

crease ERP 3 kw; decrease ant. height 290 ft. and change TPO (BPH-800707AL). Action Jan. 27.

- KQRR(FM) Ronan, Mont.—Granted modificaton of CP to change TL to 2 miles SE of Big Arm, Mont.; change type ant.; decrease ERP 60 kw; increase ant. height 2320 ft. and change TPO (EMPH-800623AJ). Action Jan. 27.
- WNCN(FM) New York, N.Y.—Granted CP to change type trans.; increase ERP 7.6 kw (H) and 5.4 kw (V) and change TPO (BPH-800707AN). Action Feb. 3.
- WEED(AM) Rocky Mount, N.C.—Granted CP to increase power to 2.5 kw and make changes in ant. sys. (BP-800331AH). Action Feb. 2.
- WRRN(FM) Warren, Pa.—Granted CP to make changes in ant. sys.; change type trans. and ant.; increase ERP 50 kw; increase ant. height 410 ft. and change TPO (BPH-800731AG). Action Jan. 28.
- WNXT(FM) Portsmouth, Oh.—Granted CP to make changes in ant. sys.; change TL; change type ant.; change ERP .76 kw; increase ant. height 540 ft. and change TPO (BPH-800923AJ). Action Jan. 23.
- KWRO(FM) Coquille, Ore.—Granted license covering new station (BLH-801014AD). Action Feb. 3.
- WEGA Vega Baja, P.R.—Granted CP to increase power to 2.5 kw; install new type trans. and make changes in ant. sys. (BP-781221AF). Action Feb. 5.
- WESC(AM) Greenville, S.C.—Granted CP to make changes in ant sys.; change SL & RC; change type trans.; increase ant. height 600 ft. (BP-800529AH). Action Jan. 29.
- KSDN(AM) Aberdeen, S.D.—Granted modification of CP to modify standard pattern; (BMP-800107AL). Action Jan. 29.
- Lynchburg, Tenn.—Granted modification of CP to change TL to 1.7 miles NW Lyncyburg on Roberson Hollow Road, Lynchburg (BMP-801015AM). Action Feb. 4.
- KPAS(FM) El Paso, Tex.—Granted modification of CP to increase ERP to 85 kw; decrease ant. height 1230 ft. (BMPH-800815AK). Action Jan. 27.
- KLFB(AM) Lubbock, Tex.—Granted CP to change hours of operation to U and correct geographical coordinates (BP-801209AH). Action Jan. 27.
- *WYCS(FM) Yorktown, Va.—Granted CP to change to 2890 George Washington Highway, Yorktown, VA. (BPED-800729AR). Action Feb. 4.
- *KTUO(FM) Sonora, Wash.—Granted license covering new station (BLED-790927AG). Action Feb. 5.
- KAPY(AM) Prosser, Wash.—Granted CP to increase power to 5 kw; (BP-801002AA). Action Feb. 5.
- KMAS(AM) Shelton, Wash.—Granted CP to increase power from 2.5 kw to 5 kw DA-D (BP-800516AK). Action Jan. 29.
- KATS(FM) Yakima, Wash.—CP to increase ERP to 75 kw; increase ant. height 910 ft.; change type trans. and change TPO (BPY-800820AC). Action Jan. 28.
- WYNE(AM) Appleton, Wis.—Granted modification of license to change SL; operate trans. by RC from proposed SL (BRC-801205AP). Action Jan. 29.
- WIAL(FM) Eau Claire, Wis.—Granted CP to make changes in ant. sys.; change type ant.; change ERP 85 kw; decrease ant. height 350 ft. (BPH-800825AH). Action Jan. 28.
- WFBZ(AM) Minoqua. Wis.—Granted CP to increase power to 2.5 kw and make changes in ant. sys. (BP-800624AK). Action Jan. 30.
- WROE(FM) Neenah-Menasha, Wis.—Granted CP to decrease ERP 2.4 kw; increase ant. height 340 ft., change type ant. and change TPO (BPH-800620AK). Action Jan. 29.
- WRTR(AM) Two Rivers, Wis.—Granted CP to change hours of operation to U by adding N service with 500 watts; install DA-N and make changes in ant. sys. (BP-800903AE). Action Jan. 29.
- WEZW(FM) Wauwatosa, Wis.—Granted CP to make changes in ant. sys.; change TL, SL & RC; change type ant.; increase ERP 19.5 kw; increase ant. height 840 ft. and change TPO (BPH-800826AD). Action Jan. 29.
- KMMZ(AM) Greybull, Wyo.—Granted CP to increase power to 10 kw; (BP-800515AF). Action Jan. 27.

In Contest

FCC Decisions

- FCC has denied reconsideration of its decision last June 11 authorizing Cass Community Antenna TV Inc., which operates cable system serving Pana, Ill., to carry signals of independent stations WTBS Atlanta, Ga., and KTVU Oakland, Calif. Midwest Television Inc., licensee of WCIA (CBS) Champaign, Ill., requested reconsideration last July 28. Pana is within the Springfield-Decatur-Champaign major television market but in protected zone only of WAND-TV (ABC) Decatur. Under FCC rules governing number of signals of distant TV stations cable system can carry, WAND is considered only local station. FCC granted waiver on condition it received no more oppcsition to Cass' request within 20 days after decision was published. Since no opposition was filed, Cass' waiver became effective July 17. Midwest did not submit any new reason why waiver should not have been granted, but merely repeated arguments previously found to be insufficient. Action Jan. 29.

- Denied petition by KDUB-TV Dubuque, Iowa, for reconsideration of earlier FCC decision granting KCRG-TV Cedar Rapids, Iowa, exempt status from network nonduplication (cable) rule, allowing Dubuque area cable systems to carry signal of KCRG-TV. Both stations are ABC affiliates. KDUB-TV argued that if Dubuque area cable systems were to carry KCRG-TV's signal, KDUB-TV would lose significant portion of its viewing audience and incur substantial revenue losses. FCC said that KDUB-TV did not adequately substantiate that argument, and since KCRG-TV is "significantly viewed" signal in Dubuque (a necessary qualification for exemption from network nonduplication rule), cable systems there should be allowed to carry it.

- Granted license authorization for KEES(AM) Gladewater, Tex., and in so doing granted waiver of rule requiring that station provide nighttime and interference-free service to its entire service area. Unanticipated poor ground conductivity enables KEES to provide interference free nighttime service to only 31% of the station's service area. FCC said that since conductivity factor was not discovered until after the CP was granted for station and that since there was no suitable alternative site in area, and that station had already been constructed, it would grant the waiver.

Procedural Rulings

- Kansas City, Mo. **TV proceeding:** (SelecTV of Kansas City and Bueford Television)—ALJ Joseph Stirmer found SelecTV of Kansas City Inc. financially qualified to operate its proposed commercial television station at Kansas City, Mo. Judge Stirmer noted that originally the mutually exclusive applications of SelecTV and Buford Television of Missouri Inc. had been designated for hearing to determine whether SelecTV could afford to build and operate the station and which application should be granted. However, on October 22, 1980, an agreement for merger of two applicants' interests was approved, with SelecTV amending its application clarifying all remaining questions regarding its financial qualifications. Judge Stirmer concluded that from $3,000,000 seven-year loan provided by the Bank of American, SelecTV would need $1,846,555 to build and operate its proposed station. Deducting first year's interest payment of $390,000 and cost of station, this would still leave SelecTV with extra funds in amount of $763,445. (BC Doc. 80-302). Action Feb. 13.
- Cresson, Pa. **FM proceeding:** (The Great American Wireless Signal And Sounds Good Inc.)—ALJ Joseph Stirmer granted joint request and approved settlement agreement, authorized reimbursement of $6,067.70 to Great American, dismissed Great American's application with prejudice, and ordered application of Sounds Good remain in hearing status to resolve the ascertainment issue specified against it (BC Doc. 80-325-26). Action Jan. 26.
- Eastland, Tex. **FM proceeding:** (Micromedia and Carnette Broadcasting Inc.). By two separate actions, ALJ Joseph Chachkin granted motion by Micromedia for summary decision and resolved in its favor financial and ascertainment issues designated against it and granted petition by Micromedia for leave amend its application to report financial and ascertainment information; granted joint petition by applicants and approved agreement, approved the reimbursement of $4,783.27 to Carnette by Micromedia, dismissed Carnette's application with prejudice, granted Micromedia's application, dismissed as moot all pending pleadings, and terminated proceeding. (BC Dec. 80-220-21). Action Jan. 23.

Designated for hearing

- Roger A. Meyers and Telecommunications Systems Inc., for a new station at Carson City, Nevada (CC Doc. 81-70-71). Feb. 2.
- Microband Corporation of American and Telecommunications Systems Inc., for a new station at Cheyenne, Wyoming and Tekkom INc., for a new station at Laramie, Wyoming (CC Doc. 81-74-76). Action Feb. 2.
- J. McCarthy Miller and Microband Corporation of American for a new station at Ocala, Florida (CC Doc. 81-72-73). Action Feb. 2.

Satellite

Grant

- Our Lady of the Angels Monestary for Birmingham, Ala. (10m; S-A; E2718).

Allocations

Actions

- Quincy, Calif.—Substituted 101.9 mhz for 95.9 mhz at Quincy, effective April 6 (BC Doc. 80-171). Action Feb. 4.
- Fort Walton Beach, Fla.—Assigned TV ch. 52+ to Fort Walton Beach, effective March 24 (BC Doc. 80-519). Action Feb. 4.
- Avilla, Auburn, Albion, Garrett, and Lagrange,

Summary of broadcasting

FCC tabulations as of Dec. 30, 1980

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4.584	3	2	4.589	111	4.700
Commercial FM	3.279	2	1	3.282	143	3.425
Educational FM	1,090	0	2	1,092	71	1.163
Total Radio	8.953	5	5	8.963	325	9.288
Commercial TV						
VHF	518	1	0	519	9	528
UHF	234	0	0	234	92	326
Educational TV						
VHF	101	1	4	106	6	112
UHF	155	2	5	162	15	177
Total TV	1.008	4	9	1.019	122	1.143
FM Translators	345	0	0	345	181	526
TV Translators						
UHF	2.525	0	0	2.524	252	2.826
VHF	1.389	0	0	1.389	478	1.867

**Special temporary authorization*

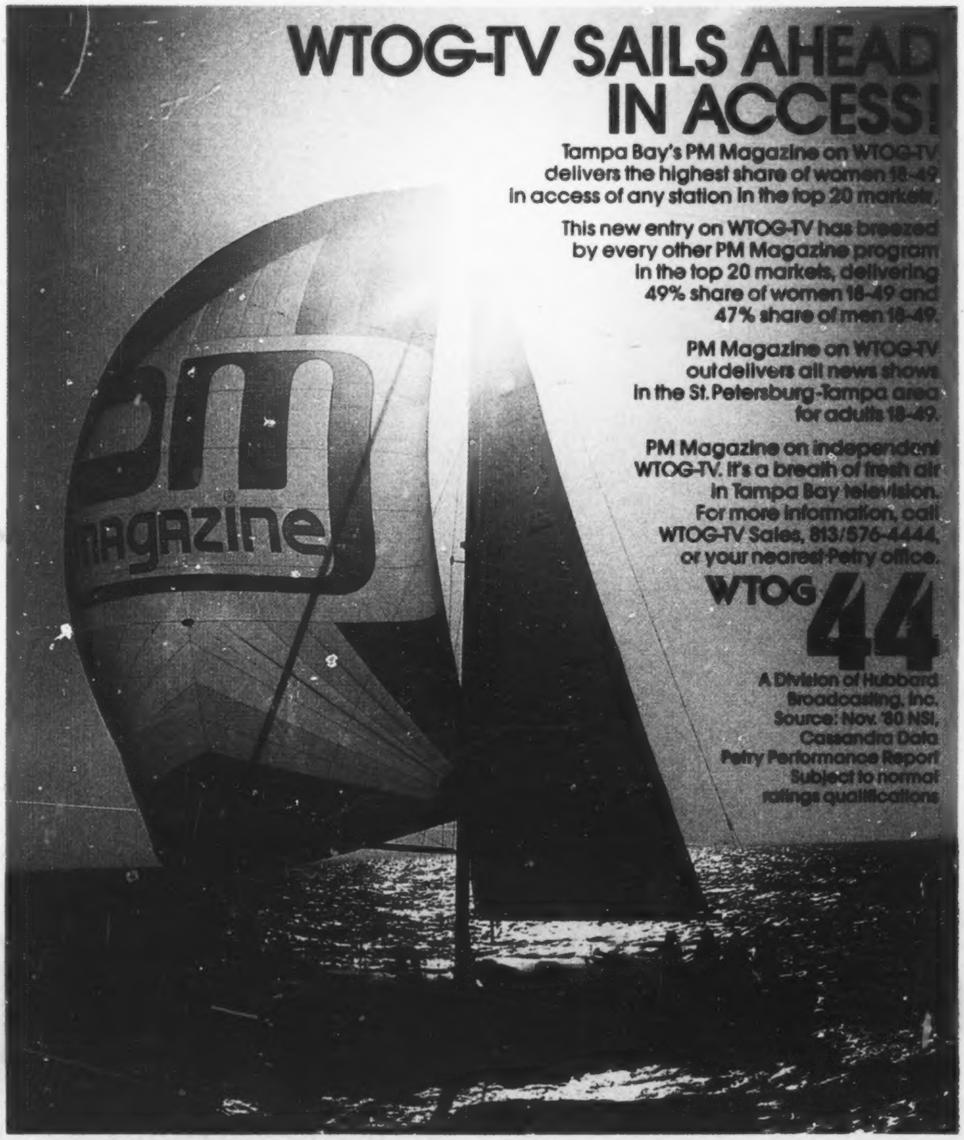
***Includes off-air licenses*

Senate's turn at radio dereg □ Baseball rights take quantum leap upward □ Mixed fiscal reviews for 1980

Broadcasting Mar 2

The News Magazine of the Fifth Estate □ Vol. 100 No. 9 Our 50th Year □ 1981

3/3/81 C 1750-1 U -



WTOG-TV SAILS AHEAD IN ACCESS!

Tampa Bay's PM Magazine on WTOG-TV delivers the highest share of women 18-49 in access of any station in the top 20 markets.

This new entry on WTOG-TV has breezed by every other PM Magazine program in the top 20 markets, delivering 49% share of women 18-49 and 47% share of men 18-49.

PM Magazine on WTOG-TV outdelivers all news shows in the St. Petersburg-Tampa area for adults 18-49.

PM Magazine on independent WTOG-TV. It's a breath of fresh air in Tampa Bay television. For more information, call WTOG-TV Sales, 813/576-4444, or your nearest Petry office.

WTOG 44

A Division of Hubbard Broadcasting, Inc.
Source: Nov. '80 NSI, Cassandra Data Petry Performance Report Subject to normal ratings qualifications

20014KENNEP2098 ZWZ APR/81
J P KENNEDY ##SAMPLE
CIS
4520 EAST WEST HWY
SUITE 800
WASHINGTON DC 20014

NEWSPAPER

The First 50 Years Of Broadcasting

1950
□
PAGE 93

BEST AVAILABLE COPY

Broadcasting Mar 2

The Week in Brief

TOP OF THE WEEK

NEW SCRIPT FOR FCC ☐ White House understanding with Ferris put into question with Lee expected to be officially designated acting chairman. Wheels put in motion for clearance on Fowler for commission and chairmanship. **PAGE 31.**

MORE AYES THAN NAYS ☐ That is sentiment of witnesses testifying on radio deregulation before Goldwater subcommittee. Numerous suggestions offered for changes in bill's language dealing with award and revocation of licenses. **PAGE 32.**

HIGH-DEFINITION TV ☐ CBS's Washington demonstration documents progress made in HDTV. Showcased: Units in NHK's system, Sony digital recorders adapted to high resolution, and CBS's "bit reduction" process. **PAGE 34.**

BOTTOM-LINE ROLLER COASTER ☐ ABC's profit decline, following earlier CBS report of earnings slump, underscores perils of networking. But among major group owners, there are ups at Metromedia, Capcities, Cox and LIN, downs at Taft and Storer. **PAGE 36.**

PRUNING OF PREMIERE ☐ Movie companies in joint pay-cable venture are either discussing or signing deals for films originally earmarked for Premiere. **PAGE 36.**

CBS'S BEST FOOT ☐ Wyman puts it forward at security analyst meeting in which stress is placed on company's new development surge and expansion in theatrical films. **PAGE 37.**

WIRTH'S GOALS ☐ He says House telecom committee will not be referee between competing technologies, spells out agenda for next three months. **PAGE 38.**

SPECIAL REPORT

HIGH FLY FOR BASEBALL ☐ BROADCASTING's annual report finds major-league broadcast rights will increase 12% to nearly $90 million this season. Largest share of gain is due to Canadian brewers' desire to be associated with Montreal and Toronto teams. **PAGE 43.**

LAW & REGULATION

TELECOM POLICY ☐ At UCLA symposium, present and past shapers of communications' future evaluate accomplishments of Congress and agencies. There's almost complete agreement that marketplace should determine future of new services. **PAGE 54.**

BUSINESS

ADJUSTING TO CHANGE ☐ Leading advertisers are urged to refocus on opportunities of emerging media. ANA workshops in New York also draw bead on perennial advertising problems. **PAGE 72.**

MEDIA

IMPATIENT GAINERS ☐ Stations in areas that picked up population in last census want preliminary data fed into TV market rankings now, and measurement services indicate they may adjust data. But those with declining numbers aren't as anxious. **PAGE 78.**

PROGRAMING

FOX CHASE ☐ Maverick oilman Marvin Davis offers $703 million for 20th Century-Fox without its three TV stations. **PAGE 82.**

THEY'RE PLAYING OUR COUNTRY SONG ☐ Changing tastes and increased professionalism in country music have pushed stations with that format into the radio midstream. Here's how those involved in the trend assess country's still-growing appeal. **PAGE 86.** The CMA seminar in Nashville is set to roll next week. **PAGE 88.**

TECHNOLOGY

AMST'S DRUTHERS ☐ Association continues opposition to VHF drop-ins, urging FCC to focus on full-space UHF allotments. **PAGE 89.**

1950

THE 'BROADCASTING' YEARS ☐ More color TV battles, network talent raids and outbreak of hostilities in Korea helped to shape radio and television in 1950. Also adding shape to TV was Dagmar on NBC's pioneer late-night show, while deep-voiced Tallulah Bankhead tried to talk audiences back to network radio. **PAGE 93.**

PROFILE

ADVERTISING'S DIPLOMAT ☐ McCann-Erickson Chairman Eugene Kummel is regarded as the organization's ambassador-at-large. It's exactly those credentials that are serving him so well in the added duties of AAAA chairman. **PAGE 119.**

Index to departments

Bottom Line ... 72
Business Briefly ... 10
Changing Hands ... 80
Closed Circuit ... 9
Datebook ... 18
Editorials ... 112
Fates & Fortunes ... 115
For the Record ... 98
In Sync ... 90
Intermedia ... 79
Monday Memo ... 26
Monitor ... 84
Open Mike ... 23
Stock Index ... 77
Washington Watch ... 66

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $30 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ AIM 74 ☐ American Legion 85 ☐ AP 19 ☐ Blackburn 80 ☐ Bonneville back cover ☐ Broadcast Personnel 115 ☐ CBS-FM O&O 61 ☐ CBS News 8 ☐ CBS Radio Network 42 ☐ Churchill 14 ☐ Columbia Pictures 62-63 ☐ Continental Electronics 76 ☐ Drake Chennault 71, 75, 79 ☐ Fetzer 92 ☐ Filmways 12-13 ☐ Harris 51, 57 ☐ Hepburn 81 ☐ Howard University 84 ☐ Lorimar 24-25 ☐ Mag-Net 15 ☐ MCA-TV 47 ☐ MGM-TV 16-17, 44-45, 58-59 ☐ Robert Mahlman 56 ☐ Media People 117 ☐ Metromedia Producers Corp. 11, 27 ☐ Mobil 53, 65 ☐ Mutual of Omaha 30 ☐ Muzak 67 ☐ Omni 70 ☐ Polygram 40-41 ☐ Radio Computer Services 87 ☐ Reel Formats 85 ☐ Richter-Kalil 82 ☐ SFM 55 ☐ Smeloff Teleproductions 6 ☐ State Farm 83 ☐ Time-Life inside front cover/3, 4-5 ☐ 20th Century-Fox TV 39 ☐ Viacom 28-29, 48-49, 68-69 ☐ Westwood One 10, 20-21 ☐ WTOG-TV front cover ☐ WVTM-TV inside back cover ☐

Broadcasting Mar 2

Vol. 100 No. 9

TOP OF THE WEEK

Reagan starts moving on FCC

Lee's acting chairmanship will get official stamp; Hill clearance begins on Fowler; Ferris's deal not affected

President Reagan last week named Robert E. Lee "acting chairman" of the FCC—a post to which he had already been elected by his colleagues. The official stamp on Lee's status has no affect on Charles D. Ferris's standing as chairman.

The decision on Lee was said to be one of four regarding acting chairmen of regulatory agencies the White House disclosed to the Senate Commerce Committee and key senators on Wednesday. Another was said to be David Clanton as acting chairman of the Federal Trade Commission, replacing the Democratic incumbent, Michael Pertschuk.

Nor was that all—or even perhaps the most significant—activity involving movement on regulatory appointments. The White House reportedly began the clearance process on Washington communications attorney Mark Fowler as chairman of the FCC. Fowler has long been regarded a virtual certainty to be named to the post, but the clearance request by the White House should scotch rumors regarding allegedly fading White House interest in Fowler. That word had begun to circulate after weeks had gone by without a formal announcement.

Before last Friday, the White House had never formally acknowledged an understanding with Ferris, but he acted as though it had been accepted, and sources in a position to know regarded the understanding as an accepted fact. The understanding was designed to enable Ferris—a holdover from the Carter administration who will be 48 on April 9—to begin receiving a $21,000 pension on his departure from the government on April 10, after 25 years of service. The minimum age for early retirement is 50, with 25 years of service.

However, Ferris's term has more than three years to run, and although he has indicated he has attractive offers from law firms to choose among, he has not foreclosed the possibility of remaining on the commission until 1984. Such a decision would deny the Reagan administration the opportunity to fill his seat with its own appointee.

Ferris could not be reached for comment. And all Lee knew was that the White House informed him that "the president signed an order designating me as acting chairman." He also said he was told there would be no formal announcement pending the designation "of a permanent chairman."

Chairman Ferris made some news of his own last week. In a speech to the new Washington Metropolitan Cable Club, on Tuesday, he criticized the administration for a proposed $5.4 million cut in the FCC budget. He said the cut would impair the commission's ability to pursue the deregulatory course it had followed under his chairmanship and predicted the cut could lead to the agency's "recapture" by the industries it regulates.

Initially, word of the President's plan to designate Lee "acting chairman" created confusion, even among some Senate staffers. The implication of the President's action seemed to be that Ferris would be removed as chairman. But a White House spokesperson, after checking, said the President's intention was simply to endorse the commissioners' action in electing Lee acting chairman; it was not intended to affect Ferris's status.

With the White House beginning to move on the Fowler appointment, Lee is not likely to serve as chairman for long. The routine background check by the Federal Bureau of Investigation and the confirmation hearings by the Senate Commerce Committee could be completed by mid-April.

It was not clear to which term Fowler would be appointed. Two are available. One was left vacant by the resignation of Tyrone Brown in January; it runs until June 30, 1986. The other is James H. Quello's. The term to which he was appointed ran out last June, but he can continue to serve until his successor is confirmed. He is expected to be reappointed to the term not given to Fowler.

ABC the billings leader in 1980

CBS-TV had the best prime-time ratings in 1980, but ABC-TV had the most overall revenue, according to estimates compiled by Broadcast Advertisers Reports being released today (March 2) by the Television Bureau of Advertising.

The three-network total for the year—encompassing all dayparts—broke the $5 billion mark for the first time, reaching $5,147,345,600 ("Closed Circuit," Feb. 9). The BAR-TVB estimates divide the revenues as follows: ABC-TV $1,877,056,900; CBS $1,701,002,200, and NBC $1,569,286,500.

On that basis ABC had about 36.5% of the total, CBS about 33% and NBC about 30.5%. The three-network total was 9.6% more than in 1979.

December

	1979	1980	% chg.
Daytime	$154,571,100	$154,521,700	0
Mon.-Fri.	76,411,000	94,812,300	+24.1
Sat.-Sun.	78,160,100	59,709,400	−23.6
Nighttime	291,433,500	302,386,100	+ 3.9
Total	$446,004,600	$457,407,800	+ 2.6

January-December

	1979	1980	% chg.
Daytime	$1,596,690,100	$1,763,669,700	+10.5
Mon.-Fri.	1,026,521,000	1,168,224,600	+13.8
Sat.-Sun.	570,169,100	595,445,100	+ 4.4
Nighttime	3,100,663,100	3,383,675,900	+ 9.1
Total	$4,697,353,200	$5,147,345,600	+ 9.6

By Network

QUARTEN	ABC	CBS	NBC	TOTAL
Jan.-Mar.	$ 476,529,700	$ 395,378,600	$ 360,185,700	$1,232,094,000
Apr.-Jun.	473,396,000	428,389,400	381,659,800	1,283,445,200
Jul.-Sep.	395,999,700	370,316,800	346,238,600	1,112,555,100
Oct.-Dec.	531,131,500	506,917,400	481,202,400	1,519,251,300
Jan.-Dec.	$1,877,056,900	$1,701,002,200	$1,569,286,500	$5,147,345,600

SOURCE: Television Bureau of Advertising, based on Broadcast Advertisers Reports (BAR) data.

BASEBALL
1981

Broadcast rights contracts push the $90-million mark in 1981; Canadian teams among clubs that spur 12% increase over last year; ABC and NBC in middle of TV contracts while CBS renews radio rights

The mention of player compensation makes a baseball magnate scowl. Mention radio and television compensation and a smile appears.

That's because the latter, in the upcoming season, will come to nearly $90 million in rights payments—the amount broadcasters will pay to take cameras and microphones into major league baseball parks. And it's obvious that failure to settle the player compensation problem could bring a strike by May 29, disrupting, among other things, the best-laid plans of broadcasters and baseball men.

The total of $89,975,000 for radio-TV rights in 1981 will be 12.1% more than the $80,275,000 in 1980. What makes that increase so impressive is that virtually all of the gain is at the local and regional level; the networks and baseball are locked into multiyear contracts.

The major impetus for the increase comes from Canada. In a "brewers' war" there to gain association with the dominion's baseball clubs, two major firms have thrown budgetary considerations out the window, to acquire TV rights.

Vying for the Montreal Expos, which barely missed the National League East title last fall, is Carling-O'Keefe, which was said last week to be completing final details on a five-year TV contract for about $6 million annually. The other contender for Expos TV, CBC-TV, was rights holder last season. CBC-TV would continue to originate the games for 41 English-language stations and 18 French-language stations.

Similarly, Labatt Breweries of Canada in all likelihood will get TV rights of the Toronto Blue Jays, tail-enders in the American League East. It would be for an estimated $3 million plus. Labatt is 45% owner of the Blue Jays. CBC-TV, rights holder in 1980, has been seeking renewal.

Local and regional broadcast rights this year will total $48.4 million, up 25% from $38.7 million in 1980.

At the network level, NBC-TV will be in the second year, and ABC-TV in the third, of contracts under which they will pay an estimated $185 million for television rights through 1983. For ABC-TV, that means $19 million this year; for NBC, $22.5

million.

CBS Radio will pay in excess of $75,000 this year under its multiyear contract that began in 1976. The current contract expires after this season, but has already been extended.

A look at network programing plans, rates charged and major sponsors:

ABC-TV has doubled the number of Monday-night games this year, scheduling 10 between June 1 and Aug. 10. In addition, there will again be eight Sunday-afternoon games, from Aug. 16 through Oct. 4. *Monday Night Baseball* is scheduled at 8:30 p.m. NYT. Starting times for the Sunday games have not been set; last year most started at 3 p.m.

Under the alternating arrangement followed in recent years, ABC-TV will have the World Series this year and NBC-TV the All Star game (July 14) and the American and National League championship series (starting Oct. 6).

ABC is selling its Monday night, Sunday and World Series games as a package; an advertiser cannot, for example, buy the World Series alone. Officials say availabilities are more than 50% sold at $50,000 per 30-second announcement in the Monday night games (up from $42,000 a year ago), $16,000 per 30 in the Sunday afternoon games (down from about $17,500 last year) and $150,000 per 30 in the World Series (up from $125,000 on NBC last year).

The World Series is due to open Oct. 13, a Tuesday. If it goes to seven games, ABC expects to have five in prime time, the others in weekend daytime.

Among major baseball sponsors already set by ABC are Chevrolet (through Campbell-Ewald), Miller beer (Backer & Spielvogel), Gillette (BBDO), Pepsi (BBDO), Goodyear (Campbell-Ewald), Firestone (BBDO) and Kentucky Fried Chicken (Young & Rubicam).

NBC-TV's *Game of the Week* will again number 26 telecasts, same as last year, but will include 29 games. The opener in the Saturday-afternoon series will be at 2:30 p.m. NYT April 11, Philadelphia at St. Louis. In addition to the regular Saturday afternoon single games, there'll be a doubleheader on May 30 and two prime-time games, one in August and one in September. Thirty-second prices are pegged at $28,000, up from $25,000 last year. Officials say games in the second quarter are about 70% sold; those in the third quarter, about 55%. Among the major sponsors are Ford (through J. Walter Thompson Co.), Miller beer (Backer & Spielvogel), Gillette (BBDO), Goodyear (Campbell-Ewald), American Cynamid (BBDO) and Kentucky Fried Chicken (Young & Rubicam).

The All Star game is set for July 14 at 8 p.m. and is 80% sold, officials say, at $135,000 per 30-second announcement (up from $110,000 on ABC last year). Major sponsors include Ford (JWT), Miller beer (Backer & Spielvogel), Gillette (BBDO), Goodyear (Campbell-Ewald), Polaroid (Doyle Dane Bernbach), Texaco (Benton & Bowles) and Auto Parts Systems (Bloom Advertising).

The league playoffs are scheduled Oct. 6 in prime time, Oct. 7 in afternoon and prime time, Oct. 8 in prime, Oct. 9 in afternoon and prime, and, if necessary, Oct. 10-11. The price tags on 30-second spots are $95,000 in prime-time games (up from $75,000 on ABC a year ago), $65,000 in weekend day games (up from $42,000) and $37,500 in weekday games (up from $22,000). Major sponsors include Ford (JWT), Miller beer (Backer & Spielvogel), Gillette (BBDO) and Polaroid (DDB). Officials say availabilities are about 60% sold.

CBS Radio will again provide play-by-play coverage of the All Star game, the league playoffs and the World Series—a package that could total 18 games if the playoffs go the limit. There'll also be five 14-minute reports from training camps between March 30 and April 3; coverage of the opening-day ceremonies at Cincinnati, scheduled April 8, plus highlights of that day's game; 24 four-minute reports on the pennant races between Sept. 28 and Oct. 2, and 20 four-minute reports on highlights of earlier baseball years on Oct. 3-4.

CBS Radio officials aren't saying, but it's understood the prices are in the $20,000 to $25,000 range per minute for the World Series and All Star game (and a little less for the playoffs), as compared with $7,000 to $10,000 last year. Availabilities are said to be about one-third gone.

Diamond prices keep rising

How the radio-TV rights paid to the major leagues rose in the last decade, as reported annually in BROADCASTING:

1972	$41,185,000
1973	42,385,000
1974	43,245,000
1975	44,495,000
1976	50,820,000
1977	52,110,000
1978	52,510,000
1979	54,500,000
1980	80,275,000
1981	89,975,000

CBS Radio's rights contract with major league baseball runs through the current season but has already been extended for two more years, through 1983. It gives CBS Radio exclusive radio rights throughout the world except in Canada. There, an agreement for coverage of the same events in 1982 and 1983 has been signed with Telemedia Broadcast Services, which currently has rights to games of the Toronto and Montreal teams. Under the new contract, TBS will provide coverage in both English and French.

Officials declined to disclose financial terms of the CBS and TBS contracts, but baseball authorities said they would produce about 10 times as much revenue for baseball each year as the current CBS contract.

Enterprise Radio, the new network providing sports programing to radio stations 24 hours a day by satellite, plans what it says will be a comprehensive preseason package of training camp interviews and reports on issues ranging from salaries to pennant races.

At the local level around the American League:

- Chicago—The White Sox has put on hold that earlier announced contract that would have made it the first American League club with a local cable contract. The Sox entered an agreement last December with Cablevision Systems Development Corp. to carry 80 games on systems in the Chicago area. But, after the sale of the White Sox last month to New York television executive Eddie Einhorn and Chicago real estate developer Jerry Reinsdorf, the new owners are insisting that the pact be renegotiated.

The new TV rights holder, WGN-TV there, will be in the unique position of doing games (more than 60) of the White Sox as well as games of the National League Cubs, for which it has been a long-time TV rights holder. WGN-TV reports baseball sales have picked up after a sluggish January. WBBM(AM) there says radio sales have been "going fine" with Chevrolet and Budweiser as prime sponsors.

- New York—The Yankees' TV on WPIX-TV is not yet sold out, although there is excellent sponsor response with such signings as Citibank, Toyota, Chrysler, Budweiser and McDonald's. Yankee radio games on WABC(AM) there are sold out at prices 25% above last year. In addition, cable coverage of 40 games will be provided by Sportschannel.
- Cleveland—WUAB(TV) says sales of Indians' games are ahead of last year and that nearly half of the availabilities were sold by mid-February to such major advertisers as Anheuser-Busch, Burger King and Toyota. Tom Wilson, sales manager of WWWE(AM), reports an estimated 20% increase in sales this year and a pick-up of stations formerly lined up for Cincinnati Reds games.
- Boston—WSBK-TV General Sales Manager Stuart Tauber admits only a 30% sell-out by mid-February due to a decrease in domestic car sales and a hesitancy of some advertisers to commit themselves this early. Conversely, WITS(AM) says Red Sox radio is 85% sold out, although the sales are "a little behind last year."
- Minneapolis-St. Paul—WCCO(AM) there again cites a strong line-up of returning sponsors such as Chevrolet, Pabst, Union Oil, Farmers Insurance and Midwest Federal Savings & Loan Association.
- Toronto—Hewpex Sports Network, which holds radio rights for the Blue Jays, reports sales "excellent" and close to a sell-out with such sponsors as General Motors, Texaco, Coca-Cola, Goodyear, Labatt, Bank of Commerce, McDonald's and Panasonic.
- Texas—Roy Parks, executive direc-

Text continues on page 52; for team-by-team breakouts of the local radio and television baseball story, see page 50.

AMERICAN LEAGUE EAST

Team	*1981 rights*	*1980 rights*	*TV originator and affiliates*	*Radio originator and affiliates*	*Rights holder*
Baltimore Orioles	$1,050,000	$ 950,000	WMAR-TV 4	WFBR 57	WMAR-TV holds TV rights; WFBR holds radio rights.
Boston Red Sox	2,700,000	2,600,000	WSBK-TV 4	WITS 80	WSBK-TV holds TV rights; WITS holds radio rights.
Cleveland Indians	1,300,000	1,100,000	WUAB	WWWE 30	WUAB holds TV rights; WWWE holds radio rights.
Detroit Tigers	1,500,000	1,400,000	WDIV -6	WJR 60	WDIV holds TV rights; WJR holds radio rights.
Milwaukee Brewers	800,000	600,000	WVTV 6	WISN 52	WVTV holds TV rights; WISN holds radio rights.
New York Yankees	4,000,000	3,000,000	WPIX-TV 8-10	WABC 62	WPIX-TV holds TV rights in combination with Yankees; Yankees retain radio rights.
Toronto Blue Jays	4,000,000	3,000,000	(see text)	CKFH 30	LaBatt Breweries of Canada expected to acquire TV rights; Hewpex Sports Network holds radio rights.

AMERICAN LEAGUE WEST

Team	*1981 rights*	*1980 rights*	*TV originator and affiliates*	*Radio originator and affiliates*	*Rights holder*
California Angels	$1,000,000	$1,000,000	KTLA	KMPC 17	Golden West Broadcasters (KTLA and KMPC), under common ownership with California Angels, holds broadcast rights.
Chicago White Sox	1,800,000	1,950,000	WGN-TV	WBBM	WGN-TV holds TV rights; WBBM holds radio rights.
Kansas City Royals	500,000	500,000	WDAF-TV 12	WIBW Topeka 115-120	WDAF-TV holds TV rights, WIBW holds radio rights.
Minnesota Twins	1,250,000	1,250,000	KMSP-TV 2	WCCO 22	Midwest Federal Savings & Loan Association holds TV and radio rights.
Oakland A's	1,200,000	1,000,000	KPIX San Francisco 2 KIQY (Spanish)	KSFO San Francisco 9 KIQI (Spanish)	KPIX holds TV rights; KSFO holds radio rights.
Seattle Mariners	900,000	800,000	KING-TV 4	KVI 12	Seattle Mariners retain radio and TV rights; KYI sells for radio.
Texas Rangers	750,000	750,000	KXAS-TV 15	WBAP 15	City of Arlington, Tex., holds TV and radio rights under 10-year contract with sales handled by Texas Rangers Baseball Network.

NATIONAL LEAGUE EAST

Team	*1981 rights*	*1980 rights*	*TV originator and affiliates*	*Radio originator and affiliates*	*Rights holder*
Chicago Cubs	$1,900,000	$1,800,000	WGN-TV TBA	WGN TBA	WGN-TV holds TV rights; WGN holds radio rights
Montreal Expos	6,300,000	1,400,000	CBC-TV English 41 French 18	CFCF TBA CKAC 37	Carling-O'Keefe (brewer) expected to acquire TV rights; CFCF holds English language radio rights, CKAC holds French language radio rights.
New York Mets	1,500,000	1,500,000	WOR-TV	WMCA 20	WOR-TV has partnership arrangement with Mets, sharing TV costs and sales revenues; Nassau Sports Productions holds radio rights.
Philadelphia Phillies	4,000,000	3,500,000	WPHL-TV 3	KYW 34	WPHL-TV holds over-air TV rights; Phillies retain radio rights.
Pittsburgh Pirates	1,750,000	1,750,000	KDKA-TV 3	KDKA 44	Group W/Westinghouse (KDKA-AM-TV) is broadcast rights holder
St. Louis Cardinals	1,500,000	1,500,000	KSDK 17	KMOX 100	KSDK holds TV rights; KMOX holds radio rights.

NATIONAL LEAGUE WEST

Team	*1981 rights*	*1980 rights*	*TV originator and affiliates*	*Radio originator and affiliates*	*Rights holder*
Atlanta Braves	$1,500,000	$1,500,000	WTBS	WSB 60	WTBS is TV rights holder under arrangement with commonly owned Atlanta Braves. Braves retain radio rights and selling.
Cincinnati Reds	1,600,000	1,200,000	WLWT 11	WLW 117	WLWT holds TV rights. Cincinnati Reds retain radio rights.
Houston Astros	1,100,000	1,000,000	KRIV	KENR 36	KRIV holds local TV rights with Astros handling outer network rights. Astros retain radio rights.
Los Angeles Dodgers	2,400,000	1,800,000	KTTV	KABC 22 KTNQ (Spanish)	Los Angeles Dodgers retain TV and radio rights, selling through Dodgers Radio and TV Network.
San Diego Padres	1,100,000	1,000,000	KFMB-TV	KFMB 11 XEXX and 10 others (Spanish)	KFMB-TV holds TV rights; KFMB holds radio rights.
San Francisco Giants	1,000,000	850,000	KTVU 3	KNBR 9	KTVU holds TV rights; KNBR holds radio rights.

AL total	**$22,750,000**	**$19,900,000**
NL total	**$25,650,000**	**$18,800,000**
Major total	**$48,400,000**	**$38,700,000**

Not included in the table is ABC's payment for nationally televised games that will amount to $19 million this year and NBC's payment for nationally televised games that will amount to $22.5 million this year. ABC is under five-year contract that began in 1979 and NBC is in the second year of a four-year contract. In addition, CBS Radio is continuing under contract that began in 1976 and which is estimated to exceed $75,000 annually.

tor of the Rangers Baseball Network, said that his organization was cleaning up a few remaining accounts by the middle of last month. He said a high rate of returning sponsors contributed to the excellent sales picture. This season will be the last year of one of baseball's longest broadcast rights contracts. It is a 10-year deal for a total of $7.5 million dollars, consummated by former Rangers owner Bob Short, who made the deal before selling the team. The entire amount, it has been pointed out, was paid "up front" and "in 1972 dollars."

In addition, there definitely will be pay television in the Rangers' future. As of now, however, contractual obligations to the TV originator, KXAS-TV, are the Rangers' first consideration. But a meeting March 16 is expected to establish a more precise timetable.

- California—In addition to on-air TV games on KTLA(TV) there, 15 home games of the Angels will be telecast by ON-TV on KBSC-TV, local pay-TV outlet.

At the local level in the National League:

- Philadelphia—The champion Phillies' on-air broadcast rights do not include a $1 million pay-cable pact with Prism for 30 games. WPHL-TV will carry 85 games, 67 on the road. Games on KYW(AM) there and its 34-station network are said to be basically sold out with a long list of clients that includes Budweiser, Chrysler, Coca-Cola, Gino's, Girard Bank, Lincoln-Mercury, MAB Paints, Culligan Water Conditioning and Tasty Cakes.

- Atlanta—Wayne Long, director of advertising for the Braves, said that radio sales were "better than ever," a reflection of the team's good year on the field last season. On the TV side, WTBS said that satellite will put its games on 2,603 cable systems during the day and another 177 systems at night, a potential audience of 10.9 million homes.

- Pittsburgh—Harry O'Toole, executive producer of Pirates broadcasts, said that in-game sales were "fantastic." So good, in fact, that an imminent sell-out might necessitate the pre-emption of some news updates within the games in order to accommodate other sponsors.

A schedule of Pirates home games will be carried on pay cable, beginning May 2. The Pittsburgh team and Action TV/TCS Sports, New Kensington, Pa., have just announced that the games will be offered regionally to approximately 250 cable companies in a tri-state area around Alleghany county (Pittsburgh). Jack Schrom, vice president of marketing for the Pirates, and Nelson L. Goldberg, president of Action TV/TCS Sports, said it was a "multiyear" contract but that schedule and terms are still to be finalized.

- Chicago—The Cubs last week were still undecided on formation of radio and TV networks, although the signal of its WGN-TV is widely distributed by satellite to cable systems. A spokesman for WGN-AM-TV conceded that business in January for national spot and local was soft, but there was a considerable perk-up in sales activity in February. For baseball devotees, WGN-TV on Feb. 12 replayed a Cubs baseball game from last season. It got an overnight Nielsen rating of 8.4, three times larger than the original telecast.

- Los Angeles—Aside from the Dodgers' telecasts on KTTV there, 15 games will be presented by ON-TV on KBSC-TV, local STV outlet.

- Cincinnati—The Reds missed the brass ring on the field last year, but not this year in broadcasting. WLWT(TV)'s general sales manager, Joe Levin, reported a 70% sell-out by mid-February, a pace "ahead of last year." Top clients include Anheuser-Busch, Cincinnati Chevrolet Dealers and Frisch's restaurants. Jim Winters, an official of the Reds, said radio availabilities at WLW were 99% sold out in a "super year." Pepsi-Cola Bottlers of Cincinnati, Big Boy restaurants and First National Bank of Cincinnati are some of the top advertisers.

Local loyalty triggers rule change. Philadelphia fans love their world champion Phillies and the feeling evidently extends to their local sportscasters. That was demonstrated last fall when regular-season announcers from KYW(AM) there, as well as counterparts for WPHL-TV, were shut out of World Series coverage by network contracts with the major leagues. Excited fans created such a furor that it made local headlines and created national reverberations that reached the baseball commissioner's office. As a result, it was announced that hereafter, at least local radio announcers can cover series over flagship stations, provided network commercials are cleared. The announcers for KYW and WPHL-TV involved were (l to r) Andy Musser, Rich Ashburn, Harry Kalas and (not pictured) Tim McCarver.

Sauter hopes to put baseball in CBS-TV's sports constellation

"CBS wants to get involved in baseball", says Van Gordon Sauter, CBS Sports president. Whether it's a two-way or three-way agreement among the networks, CBS-TV plans to be in the bidding race when the next contract comes up for baseball, he adds. Current ABC-TV and NBC-TV contracts run through 1983.

CBS Sports, sometimes jokingly referred to as "tied for third place," plans to move ahead in other sports areas as well, with more emphasis placed on the "sports journalist." As Sauter puts it, "We need to develop a 'star system', the individual you'll see at all major broadcasts." He notes, "Already there is a significant change."

CBS's weekend anthology sportscasts, for instance, have been revamped and will reappear in late March with broadcasts originating live from the set. Brent Mussberger will anchor the show, and promotion will revolve around him.

Sauter acknowledges the competition from ABC and NBC. But, insofar as the various pay cable services specializing in sports programing, such as ESPN and USA Network, are concerned he doesn't see any threat, at least for the next four to five years.

The only real impact pay cable has had on CBS sports programing so far, he claims, has been that medium's proliferation of college and professional basketball coverage. For CBS, the availability of these games has been detrimental to the network's former exclusivity.

Bets split on Knight-Ridder, Dow Jones takeover of UA-Columbia

Though some shareholders have reacted positively, theater group opposes offer; board will consider issue at meeting this week

While it appears the industry will have to wait until the March 4 meeting of UA-Columbia Cablevision's board of directors to learn what that company as a corporate entity thinks of the $72-per-share cash offer Knight-Ridder and Dow Jones jointly advanced for the cable company, the word last week from inside UA-Columbia was that some of its shareholders have expressed positive interest in the deal. That's contrasted with the announcement Tuesday by United Artists Theater Circuit, holder of 28% of the cable operator's stock, that it was opposed to the offer, to the point of being willing to "vigorously resist" the proposal in court.

The adoption of that position by UATC wasn't new, nor was the linking of the UA-CC name with a story or rumor of a possible buyout (BROADCASTING, Aug. 11, 1980). UA-CC had, after all, announced back in August that it had secured Morgan-Stanley to evaluate the company's "future financial alternatives," an announcement widely read in the investment community as a signal that significant interests within the company were courting buyers. At the time, it was suggested, "nearly every big newspaper chain" was in the bidding, and that a price between $75 and $90 a share was being sought.

What isn't clear is whether the offer currently being made is contingent upon the new partners being able to secure all 3.3-million outstanding shares of UA-Columbia, which would give the deal a cash price of $238 million, or whether they would be content to secure a major interest in the firm. All that either of the offering partners would say on that score was contained in a statement from Dow Jones Chairman Warren H. Phillips that the partners were aware of UATC's previously stated unwillingness to sell. The apparent suggestion would be that the partners are prepared to work around that shareholder, should the board and other shareholders of UA-CC accept such a proposition.

Aside from members of the UA-CC board who are associated with UATC, management and other directors hold about 22.5% of the company's shares. A number of those directors form the nucleus of company founders, and it's within that group that the interest in selling is believed to lie. The offer provides that the present management would be retained, with ownership vested in a new company the partners would establish.

The proposition being advanced by Knight-Ridder and Dow Jones would net them a cable operation with a subscriber base last publicly stated to be 380,000 but estimated by industry sources at over 420,000. UA-CC also owns, in partnership with Madison Square Garden Cablevision, a half-interest in the satellite-delivered basic cable USA Network. UA-CC's half of that operation is generally valued at $15 million. When the $100 million in outstanding debt that a purchaser of UA-CC would have to assume is added to the cash price now being offered, the value of the deal, minus the USA Network's $15 million, could be figured at $323 million. That would then work out to about $755 per current subscriber, not an outrageous sum these days for a cable operator. With industry analysts projecting 1981 operating profit for UA-CC in the $25-million neighborhood, the multiple of cash flow calculation of this offer would be $12.9.

In addition to publishing, both Knight-Ridder, owner of three TV stations, and Dow Jones have dabbled in the telecommunications field with viewdata experiments and a cable news service, respectively.

Bates crosses fingers for '81 media forecast

Agency expects rising prices but predicts escalation to be lower than CPI; increases range from 4% to 7% for radio and TV

Some relief from media price increases in 1981 is anticipated by Ted Bates & Co., New York, in the advertising agency's annual analysis of media trends.

The agency's report concludes that "1981 media prices will still rise in spite of economic uncertainties, but hopefully at significantly lower rates than the Consumer Price Index. In total, we are forecasting a welcome relief for 1981—with virtually all media elements posting increases below the projected CPI [11%]."

Specifically, the report says that "we anticipate moderate cost-per-thousand increases in network TV: 4% for day and 7% for evening. Spot TV should also achieve a moderate increase of 5%, while network and spot radio should experience the same increases in C-P-M as 1980, 5% and 7% respectively.

"Magazine and outdoor C-P-M's should still parallel the CPI with increases of 11% each, while newspapers and supplements should lag behind with an 8% and 9% C-P-M increase, respectively."

The analysis was prepared by the media information and analysis division of Bates's media-program department. It tracks trends in unit costs, audience and national expenditures, as well as C-P-M's, for nine media segments over the past 11 years (see page 76).

Between 1970 and 1980, the report calculates, unit costs rose 179% in daytime network TV, 200% in evening network TV, 79% in spot TV, 113% in spot radio, 95% in network radio, 56% in magazines, 126% in newspapers, 101% in newspaper supplements and 137% in outdoor.

During the same decade, Bates reports, audience growth amounted to 26% in daytime network TV, 28% in evening network TV, 25% in spot TV, 28% in spot radio, 51% in network radio, 1% in newspapers, 13% in supplements and 15% in outdoor, while magazine audience declined by 4%.

The rise in C-P-M's between 1970 and 1980 is put at 122% for daytime network TV, 132% for evening network TV, 44% for spot TV, 66% for spot radio, 29% for network radio, 62% for magazines, 124% for newspapers, 78% for supplements and 108% for outdoor.

The Consumer Price Index in the same 10-year span rose 114%.

In percentages, the biggest beneficiary in growth of national expenditures is network radio, up 188% since 1970, followed by network TV, up 177% and newspapers and newspaper supplements, together up 154%.

The Bates analysis concentrates first on what it calls "media's boom years," 1976-79, when, it says, the Consumer Price Index rose at an average annual rate of 8%—compared with 17% for daytime network TV, 14% for evening network TV, 10% for spot TV, 8% for network radio and also for spot radio, 7% for magazines, 8% for supplements, 9% for newspapers and 9% also for outdoor.

"This clearly indicates," the report asserts, "that the television medium increased costs at rates far exceeding the

HISTORY OF Rock and Roll
SILVER ANNIVERSARY EDITION
SOLD IN WASHINGTON—WASH
Call For Availability and a Demo.
Drake-Chenault—213-883-7400

growth of inflation ..., while all other media paralleled the CPI increase."

"Not only did media efficiencies [C-P-M's] increase during the years 1976-79," the analysis continues, "but advertising revenues also grew faster than the U.S. economy. The figures for the four-year boom period reflect an annual 15% increase in volume as compared to 12% for the Gross National Product. In 1980, however, both ad volume and the GNP had 11% increases over the previous year."

Turning to 1980, the Bates study finds another "fine growth year in terms of national advertising activity," reaching a total of $15.26 billion, up 12% from 1979. Network TV's total was put at $5.1 billion, representing 33.5% of the national total and 11% above 1979. Spot TV was put at $3.26 billion, for 21.4% of the total and up 14%. Network radio at $185 million represented 1.2% of the total and reflected an increase of 15%. Spot radio at $750 million amounted to 4.9% of all national advertising and was up 14% from 1979. Magazines at $3.225 billion had 21.1% of the pie and were up 10%, while newspapers and supplements at $2.335 billion were 15.3% of the total and up 12%, and outdoor at $400 million was 2.6% of all national advertising and up 13%.

The report's conclusion: "It appears that 1980 (compared to the boom years 1976-79) may be the beginning of a moderating trend in broadcast C-P-M increases, while all other media appear to be moving in the opposite direction."

The year-by-year cost trending

Cost-per-thousand trends

	Daytime network TV	Evening network TV	Spot TV	Magazines	Newspapers	Suppelements	Spot radio	Network radio	Outdoor	CPI
1970	100	100	100	100	100	100	100	100	100	100
1971	87	93	98	101	104	101	102	99	104	104
1972	84	99	92	100	107	103	108	89	111	100
1973	95	111	91	99	112	107	108	89	114	114
1974	105	120	93	103	130	116	109	89	123	127
1975	110	122	93	111	147	121	115	90	131	139
1976	137	133	116	113	161	125	129	99	140	147
1977	177	167	122	123	175	148	140	108	153	156
1978	191	182	122	135	190	150	148	116	169	168
1979	200	205	133	146	205	163	155	123	188	190
1980	222	232	141	152	224	178	166	129	208	214
1981 (est.)	231	249	151	179	243	194	178	135	228	238

Unit Cost trends

	Daytime network TV	Evening network TV	Spot TV	Magazines	Newspapers	Supplements	Spot radio	Network radio	Outdoor
1970	100	100	100	100	100	100	100	100	100
1971	94	96	102	100	104	99	106	111	108
1972	98	109	95	97	107	102	112	117	119
1973	113	124	95	97	114	109	119	199	123
1974	121	137	100	102	130	121	124	117	134
1975	140	147	102	107	144	131	132	123	144
1976	163	160	130	110	159	135	151	129	156
1977	204	203	137	119	173	156	166	148	172
1978	227	228	140	130	190	168	179	159	191
1979	247	256	160	140	205	183	193	171	212
1980	279	300	179	156	226	201	213	195	237
1981 (est.)	296	324	192	173	248	221	231	207	263

Audience trends

	Daytime network TV	Evening network TV	Spot TV	Magazines	Newspapers	Supplements	Spot radio	Network radio	Outdoor
1970	100	100	100	100	100	100	100	100	100
1971	107	103	104	99	100	98	104	112	104
1972	116	110	103	97	101	99	104	132	107
1973	119	111	105	98	102	102	111	134	108
1974	115	112	108	99	100	104	113	132	108
1975	127	120	110	97	98	108	114	136	110
1976	119	120	112	97	98	108	117	130	111
1977	116	121	112	96	99	106	119	136	112
1978	119	125	335	96	100	112	121	138	113
1979	123	125	121	96	100	112	124	139	113
1980	126	128	125	96	101	113	128	151	115
1981 (est.)	128	130	127	96	102	114	130	153	116

National expenditure trends

	Network TV	Spot TV	Magazines	Newspapers/ supplements	Spot radio	Network radio	Outdoor
1970	100	100	100	100	100	100	100
1971	96	93	106	111	106	112	112
1972	109	107	111	124	108	132	125
1973	119	112	112	125	108	121	130
1974	129	121	116	134	109	123	132
1975	139	132	113	137	118	148	143
1976	172	175	138	169	140	188	164
1977	209	179	167	188	147	245	188
1978	240	209	201	201	167	262	199
1979	277	233	227	254	178	288	231
1980	308	264	250	273	202	331	261

Tables report trends in index form, with 1970, the base year, indexed at 100. These estimates are based on unit costs of 30 seconds for TV and Network Radio, 60 seconds for Spot Radio, one page four-color for Magazines, milline black and white for Newspapers, one page black and white for Supplements and 100 showing for Outdoor. Audience levels and CPM's are based on women 18+ for Day Network; total persons 2+ for Evening Network; TV households for Spot TV; persons 12+ for Radio; circulation for Magazines, Newspapers and Supplements; and total population for Outdoor. Sources for audience information are: Network and Spot TV—A.C. Nielsen; Network Radio—"RADAR"; Spot Radio—Arbitron; Magazines—Magazine Publishers Association; Newspapers—Newspaper Advertising Bureau; Supplements—Standard Rate and Date; Outdoor—Outdoor Bureau and estimates. Figures for 1981 are Ted Bates' estimates.

24-HR. PROFESSIONAL SERVICE FOR COLLINS & CONTINENTAL AM & FM TRANSMITTERS

Continental Electronics offers parts and engineering service for all Collins AM & FM transmitters.

Whenever you want parts or service for your Collins or Continental equipment, phone our service numbers day or night,

(214) 327-4532 parts
(214) 327-4533 service

Continental Electronics Mfg. Co.
Box 270879; Dallas, Texas 75227
Phone (214) 381-7161
1 kW thru 50 kW AM & FM transmitters and related equipment.

Continental Electronics

"A New Strength in Radio Broadcasting Equipment"

Monitor

In the marketplace. *Quincy, M.E.*, NBC-TV hit now offered in syndication by MCA TV, has been bought by five CBS-owned TV's for airing in fall 1983. MCA TV also has sold theatrical movie, "Sgt. Pepper's Lonely Hearts Club Band," in almost 50 markets. Like distributor's "Deer Hunter," it's direct to local stations without prior network play.... Twenty-six theatrical and made-for-TV films under Viacom Features VIII umbrella have been sold to six Metromedia TV stations. Films in Viacom Enterprises package include "Hopscotch" and *Kenny Rogers as the Gambler*.... *We're Movin'* is weekly half-hour feature series Group W Productions plans to introduce at upcoming National Association of Television Program Executives conference March 13-18. *For and About Young People,* series of features has Scott Baio (*Happy Days*) as host.... Gerber/Carter Communications is using same meeting to unveil two news insert shows, *Your Entertainment Editor* (with Don Stotter) and *Energy Line* (with John Bartholomew Tucker).... Fusco Entertainment has acquired rights to library of Official Films, wide variety of programing, including vintage series, *Biography, Robin Hood* and *Peter Gunn,* among others.... Syndicast Services, which syndicated *Country Countdown 1980,* has gone back to Bob Banner Associations for three more 90-minute country specials, for airing in second quarter this year.... For 1981/82 season, MG Films and Perin Enterprises have expanded *Winning Moment* shorts to include major league baseball. Series now includes 60 inserts: half World Series and All Star game "moments" and half Super Bowl and NFC/AFC championship.

□

Boston boycott. National Organization for Women's Boston chapter and four other women's groups are planning viewer "switch-off" of WNAC-TV there to protest alleged station discrimination in hiring, paying and promoting females. Station general manager Robert J. Williamson called NOW's charges of "deplorable treatment of women and minorities" totally inaccurate. He credits station with employing more minority on-air reporters than any other TV station in Boston and with pioneering concepts of female co-anchor and of in-depth reporting on minority news issues. Muriel B. Knight, president of New England Woman's Press Association, says February "switch-off" of WNAC-TV will "raise the consciousness" of station executives.

□

Disney to CBS. CBS Entertainment and Walt Disney Production have reached agreement whereby Disney-produced programs will be carried on CBS-TV, starting next fall. Specific programing will be announced later. Disney organization reported last December that *Disney's Wonderful World* would end its run on NBC-TV at season's end.

□

Some more ABC changes. Aside from *Charlie's Angels,* latest ABC-TV series to take "hiatus" is *Foul Play,* show that came on when the season's *Monday Night Football* ended. Coming back to take *Foul Play's* place at 10 p.m. as of March 9 is *Soap,* but now in hour form.

□

Captioning continues. National Captioning Institute, organization that closed-captions television programs for hearing-impaired, announced that Xerox Corp. has joined list of over 40 broadcast advertisers whose commercials are captioned. Xerox will also have NCI caption future television specials it sponsors.

□

Production alliance. MGM Television has entered into agreement with King-Hitzig Productions, New York, to develop TV series and movies.

WHMM TV • Washington, D.C. 32
HOWARD UNIVERSITY

[illegible]

- Chief Engineer
- Maintenance Engineers (VTR, XMTR, Audio, General)
- Managerial Assistant – Technical Operations
- Studio Supervisors

Mr. Jim Brown
Director
Staff/Student Affairs
WHMM TV
Howard University
P.O. Box 1162
Washington, D.C. 20059

Ratings Roundup

As the "sweeps" period continued, CBS-TV won the week ended Feb. 22, scoring a 19.9 rating and 31 share to ABC-TV's 18.3/29 and NBC TV's 17.4/27.

It was a prime-time victory CBS won on the basis of its regularly scheduled series—and veteran ones at that. *Dallas,* as usual, gave CBS the highest-rated performance of the week with a 34.8/58 and its lineup on Sunday, beginning with *60 Minutes* and ending with *Trapper John M.D.*, took the night on the whole (23.3/35), despite two hours of strong competition from ABC's Academy Award-winner, "Norma Rae" (22.6/33 in prime; 22.7/35 through 11:25 p.m.).

For the most part, the new series that have come on air in the past several weeks have done little to boost network standings. ABC, for example, bombed out on Monday with *Dynasty* (16.0/23) and *Foul Play* (11.8/19)—the latter already said to be going on "hiatus." CBS, too, hasn't had good numbers with Tuesday's *That's My Line* (15.1/22) or Saturday's *Concrete Cowboys* (12.7/23).

The new-show problem is worse at NBC which introduced the most. With the exception of Friday's *The Brady Girls Get Married* (23.1/38) and perhaps *Harper Valley* (16.8/28), NBC's rating problems extend to Tuesday's *Flamingo Road* (14.8/23), Friday's *Nero Wolfe* (13.8/22) and Saturday's *Gangster Chronicles* (14.1/23) and *Hill Street Blues* (14.0/25).

With the sweeps more than half completed through Feb. 22, CBS holds the lead in both Arbitron and Nielsen counts. For the Arbitron period, begun Feb. 5, the averages are CBS 20.1, ABC 19.4 and NBC 16.8. For Nielsen, begun a day earlier, it's CBS 20.4, ABC 19.4 and NBC 16.5.

The First 20

1.	*Dallas*	CBS	34.8/58
2.	*60 Minutes*	CBS	28.0/44
3.	*Little House on the Prairie*	NBC	26.8/38
4.	*Dukes of Hazzard*	CBS	25.5/41
5.	*M*A*S*H*	CBS	24.5/35
6.	*Angel Dusted* (made-for-TV movie)	NBC	24.2/36
7.	*Love Boat*	ABC	24.0/40
8.	*Brady Girls Get Married*	NBC	23.1/38
9.	*Happy Days*	ABC	22.8/34
10.	"Norma Rae" (theatrical movie)	ABC	22.7/35
11.	*The Jeffersons*	CBS	22.5/32
12.	*Magnum, P.I.*	CBS	22.4/34
13.	*Knots Landing*	CBS	22.3/37
14.	*Three's Company*	ABC	22.2/33
15.	*Diff'rent Strokes*	NBC	21.9/34
16.	*Laverne & Shirley*	ABC	21.8/32
16.	*Alice*	CBS	21.8/31
18.	*Archie Bunker's Place*	CBS	21.7/33
18.	*Real People*	NBC	21.7/32
20.	*One Day At A Time*	CBS	21.6/31

The Final Five

65.	*Concrete Cowboys*	CBS	12.7/23
66.	*Ladies' Man*	CBS	12.3/20
67.	*Foul Play*	ABC	11.8/19
68.	*Goldie & the Boxer Go to Hollywood* (made-for-TV movie)	NBC	10.4/16
69.	*NBC Magazine*	NBC	7.4/12

BEST AVAILABLE COPY

(4.5%). They also own KFLN(AM) Baker, Mont. Buyer: John Bronken, pres., and John A. Giaconia, vice pres. (50% each). Bronken and Giarcoma each own wine and beer distributing firms in Bozeman and Butte, Mont., respectively. They have no other broadcast interests. Ann. Feb. 20.

■ KRBB-AM-FM Sallisaw, Okla. (AM: 1560 khz, 250 w-D.—Seeks transfer of control of Demaree Enterprises Inc. from Leroy Patrick Demaree (100% before; none after) to Anthony Leroy Demaree and Reita Diane (none before; 100 after). Consideration: $48,000. Principals: Sellers owns 43.3% of KFAY(AM) Fayetteville, Ark.; 80% of KKEG(FM) Fayetteville, and 80% owner of applicant to purchase KPCG(FM) Joplin, Mo. Buyers are son and daughter of Leroy Patrick Demaree. A. L. Demaree is employed at KFAY-KKEG Fayetteville, and has been involved in announcing, sales, construction and technical areas with family stations. Diane Rhodes has also worked at family stations and is former operations manager at WMBH(AM) Joplin, Mo. Ann. Feb. 20.

Actions

■ WKKY(FM) Moss Point, Miss. (FM: 104.9 mhz, 3 kw)—Granted assignment of license from Standard Broadcasting Inc. to Jackson County Broadcasting Inc. for $185,000. Seller: M.R. Cole, Pres. (6.2%); Jerry L. Lee, pres. (12.4%); Fred C. Strother (12.4%), and Harold B. Scott, Jr. (6.2%). Coast Contract Services Inc. owns 36.5%. Principals are also licensee of WCIS(AM) Pascagoula/Moss Point. Buyer: Charles W. Dowdy, pres.; his sons, J. Morgan and C. Wayne (30% each); and his son-in-law, Richard J. Smith (10%). Charles Dowdy owns 85% of WROA(AM)-WXKX(FM) Gulfport, Miss.; 30% WMLT(AM)-WQZY(FM) Dublin, Ga., and 22.5% of new FM applicant for Harrison, Ark. Wayne Dowdy is attorney and owns 33% at WAKK McComb, Miss.; 25% of WMLT(AM)-WQZY(FM) Dublin, and 22.5% of new FM applicant in Harrison, Ark. He also has 33% interest in CP application pending for WIXO(FM) McComb, Miss. Morgan Dowdy owns 15% of WROA(AM)-WZKX(FM) Gulfport, Miss., and 25% WMLT-WQZY(FM) Dublin. Smith is assistant district attorney in Gulfport, and owns 10% WMLT(AM)-WQZY(FM) Dublin, Ga.

■ WOKO(AM) Albany, N.Y. (AM: 1460 khz, 5 kw-U)—Granted transfer of control of station from Anthony Mason (100% before; none after) to Citicom Radio Corp. (none before; 100% after). Consideration: $575,000. Seller: Mason has no other broadcast interests. Buyer: Robert T. Howard (30%) and Scott H. Robb, David L. Kuhns, Wake Warthen and Morton S. Robson (17.5% each). Howard is former president of NBC and is currently vice president special projects there. Robb and Kuhns are New York law firm partners. Warthen owns New York investment banking firm. Robson is New York attorney. Robb is 40% owner of applicant for new TV at New Bedford and 10% interest in applicant to purchase WKND(AM) Windsor, Conn. (BROADCASTING, Aug. 20, 1979). Action Feb. 9.

■ WBTF(FM) Attica, N.Y. (FM: 101.7 mhz, 1.25 kw)—Granted assignment of license from Batavia Broadcasting Corp. to Champion Broadcasting System of New York Inc. for $182,500. Seller: William F. Brown and Harriet S. Gamble (50% each). They also own WBTA(AM) Batavia, N.Y. Buyer: Mathew B. Hoffman and sisters Carol and Barbara (one-third each). Mathew and Barbara are students. Carol is employee with WUNR(AM)-WBOS(FM) Brookline, Mass., which is owned by applicant principal's father, Herbert S. Hoffman. Buyers have no other broadcast interests. Action Jan. 30.

■ WCBX(AM) Eden, N.C. (AM: 1130 khz, 1 kw-D)—Granted transfer of control of Radio Eden Inc. from Ray A. Childers and Nora S. Webster (100% before; none after) to Stone Broadcasting Corp. (none before; 100% after). Consideration: $300,000. Seller: Childres (55%) and Webster (45%) have no other broadcast interests. Buyer: Victor C. Stone (100%). Stone is head of payroll-traffic department and 11% owner of Martinsville, Va., trucking firm. He has no other broadcast interests. Action Feb. 10.

■ WORO(FM) Corozal, P.R. (FM: 92.5 mhz, 50 kw)—Granted assignment of license from Jose Arturo Fernandez to Catholic Apostolic & Roman Church, San Juan Archdiocese, for $1 million. Seller: Fernandez has no other broadcast interests. Buyer: San Juan Archdiocese is governed by Archbishop Luis Cardinarl Aponte Martinez. It has no other broadcast interests. Action Feb. 9.

■ WZLD(FM) Cayce, S.C. (FM: 96.7 mhz, 3 kw)—Granted assignment of licnese from WXLD Inc. to Suncom Inc. for $1 million. Seller: William D. Hunt (51%) and wife Agnes (49%). She owns 20% of WYNN(AM) Florence, S.C. He has no other broadcast interests. Buyer: Robert Liggett Jr. He is 63.4% owner of Megamedia Inc.—licensee of WFMK(FM) East Lansing, MIch., and 19.19% owner of WLOL(FM) MInneapolis-St. Paul. Liggett, as individual, owns 37.99% of WLOL and 55% of both WHNN(FM) Bay City, Mich., and 19.19% owner of WLOL(FM) Minneapolis-St. Paul. Liggett, as individual, owns 37.99% of WLOL and 55% of both WHNN(FM) Bay City, Mich., and WFXZ(FM) Buffalo, N.Y. He also owns Liggett Broadcasting Group, Williamston, Mich.-based broadcast management consulting firm, and 10% of cable system serving Leslie, Mich. Megamedia has also purchased WZZR-FM Grand Rapids, MIch. (BROADCASTING, Dec. 15, 1980) and WCAY(AM) Cayce from separate seller. Action Feb. 9.

■ WMRB(AM) Greenville, S.C. (AM 1490 khz, 1 kw-D, 250 w-N: FM: 1490 khz)—Granted transfer of control of Paramount Broadcasting Co. from C. Frank Cope and Katherine Simpson (100% before; none after) to Telecastics Inc. (none before; 100% after). Consideration: $380,000 plus assumption of liabilities. Cope (54.1%) has no other broadcast interests. Simpson (45.9%) also has minority interest in WMIT(FM) Clingman's Peak, N.C. Buyer: Alton L. Finley Jr. (51%) and Michael E. Reid (49%). Finley is former sales representative for Norelco and Sony Corp., in Greenville. Reid is graduate student and part time faculty member at Clemson University, Clemson, S.C. They have no other broadcast interests. Action Feb. 10.

■ KJET(AM)-KWIC(FM) Beaumont, Tex. (AM: 1380 khz, 1 kw-D; FM: 107.7 mhz, 5 kw-U)—Granted transfer of control of Gibson Broadcasting Co. from R. Thomas Gibson (100% before; none after) to Charles W. Pyle and Associates (none before; 100% after). Consideration: $2 million. Seller: Gibson has no other broadcast interests. Buyer: Pyle Communications Inc. (95%) and Richard F. Kelley (5%). Pyle Communications Inc. is owned by Charles W. Pyle and family (65%), Delwin R. Romero (20%) and Gerald A. Snyder (15%). Pyle is 30% owner of Beaumont real estate company. Romero is 25% owner of Electrical Distributing Co. of Austin (Tex.). Snyder is general manager of Pyle Communications, licensee of KIKM-AM-FM Sherman, Tex. Kelley is sales manager of KIMM-AM-FM. Kelly has no other broadcast interests. Action Feb. 10.

■ WEMP(AM)-WNUW(FM) Milwaukee (AM: 1250 khz, 5 kw-U: FM: 99.1 mhz, 50 kw)—Granted assignment of license from Consolidated Broadcasting Corp. to LIN Broadcasting Corp for $3.3 million. Seller: William Wirtz and family. They have no other broadcast interests. Buyer: New York-based publicly traded group owner of four AM's, four FM's and four TV's. Donald Pels is chairman and president. Action Feb. 9.

Facilities Changes

Applications

■ KSTM(FM) Apache Junction, Ariz.—CP to change TL; ERP; HAAT, and make changes in ant. sys. Ann. Feb. 20.

■ WIQB(FM) Ann Arbor, Mich.—CP to change TL; incr. HAAT and make changes in ant. sys. Ann. Feb. 20.

■ WNJC(FM) Senatobia, Miss.—CP to change freq.; ERP; HAAT, change TPO and make changes in ant. sys. Ann. Feb. 20.

■ WWRC(FM) Lawrenceville, N.J.—CP to change freq., and increase ERP. Ann. Feb. 20.

■ WMSC(FM) Upper Montclair, N.J.—CP to change Freq.; change ERP and HAAT. Ann. Feb. 20.

■ WECW(FM) Elmira, N.Y.—CP to change Freq.; ERP, and HAAT. Ann. Feb. 20.

■ WGFR(FM) Glens Falls, N.Y.—CP to change freq.; increase ERP, and change HAAT. Ann. Feb. 20.

■ WOSS(FM) Ossining, N.Y.—CP to change freq.; ERP, and HAAT. Ann. Feb. 20.

■ WPLT(FM) Plattsburg, N.Y.—CP to change freq.; increase ERP, and change HAAT. Ann. Feb. 20.

■ WQSM(FM) Fayetteville, N.C.—CP to change TL; ERP; HAAT and make changes in ant. sys. Ann. Feb. 20.

■ WYEP(FM) Pittsburgh, Pa.—Mod. of CP to change TL; increase ERP and change HAAT and ant. sys. Ann. Feb. 20.

■ KTPX-TV Monahans, Tex.—CP to change ERP to vis. 316 kw, aur. 31.6 kw. Ann. Feb. 20.

■ WKDE(FM) Alta Vista, Va.—CP to increase HAAT. Ann. Feb. 20.

■ KUPS(FM) Tacoma, Wash.—CP to change freq.; increase ERP, and change HAAT: Ann. Feb. 20.

■ WORT(FM) Madison, Wis.—CP to change freq. and increase ERP. Ann. Feb. 20.

■ KYDX(FM) Cody, Wyo. CP to increase ERP; change HAAT, TPO and coordinates. Ann. Feb. 20.

Actions

■ *KDUR(FM), Durango, Colo.—Granted CP to increase ERP 225 W, ant. height −450 ft. (H&V); (BPED-791226CF). Action Feb. 4.

■ HWFT(AM) Miami, Fla.—CP granted to commercial TV broadcast station for changes in ERP vis., aur.; HAAT and type ant. Action Feb. 3.

■ WVEU-TV Atlanta, Ga.—CP granted to commercial TV broadcast station to change ERP to vis. 1700 kw, 2630 kw, aur. 170 kw; and HAAT 980 feet, expiring Feb. 19, 1982. Action Feb. 4.

■ WBHA-TV Joliet, IL—CP granted to commercial TV broadcast station to change ERP to vis. 5000 kw, aur. 500 kw; change TL to 875 N. Michigan Ave. Chicago, Illinois; change trans., change ant and HAAT. Action Feb. 5.

Summary of broadcasting

FCC tabulations as of Dec. 30, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,584	3	2	4,589	111	4,700
Commercial FM	3,279	2	1	3,282	143	3,425
Educational FM	1,090	0	2	1,092	71	1,163
Total Radio	8,953	5	5	8,963	325	9,288
Commercial TV						
VHF	518	1	0	519	9	528
UHF	234	0	0	234	92	326
Educational TV						
VHF	101	1	4	106	6	112
UHF	155	2	5	162	15	177
Total TV	1,008	4	9	1,019	122	1,143
FM Translators	345	0	0	345	181	526
TV Translators						
UHF	2,525	0	0	2,524	252	2,826
VHF	1,389	0	0	1,389	478	1,867

*Special temporary authorization

**Includes off-air licenses

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

Cover 1, p. 7, 136, 141,

158-159.

Life without Cronkite □ Consensus on LPTV: yes, but . . . □ Revving up for NATPE

Broadcasting Mar 9

The News Magazine of the Fifth Estate □ Vol. 100 No. 10

Our 50th Year □ 1981

3/10/81 C 1750-1 J -

It's got everything

Warner Bros. Television Distribution A Warner Communications Company

20014KENNEP2098 ZWZ APR/81
J P KENNEDY
CIS **SAMPLE
4520 EAST WEST HWY
SUITE 800
WASHINGTON DC 20014
NEWSPAPER

The First 50 Years Of Broadcasting

1951

□

PAGE 181

Broadcasting Mar 9

The Week in Brief

TOP OF THE WEEK

CRONKITE'S CROWN ☐ As 19-year anchorman of *CBS Evening News* steps down, there are lively promotions by ABC and NBC for their aspirants to throne, and by CBS which would rather keep the scepter with Rather. **PAGE 31.**

CTAM'S GRAND SLAM ☐ Two-day seminar in New York scores with agency executives who are bullish in assessment of cable advertising. **PAGE 32.** CTVB's Alter pledges his organization's resources and services to foster commercial growth. **PAGE 33.** The show and sell of 15 active or promised advertising-supported cable networks. **PAGE 34.** Kahn runs up a red flag, Donnelly a green one. **PAGE 35.**

SLIGHT DELAY ☐ FCC's Lee will at least hear alternate proposal that would keep commission in Washington and House Public Works Committee indicates it wants to look into matter. **PAGE 37.**

AXES TO GRIND ☐ Comments to FCC generally support proposed low-power TV guidelines, but include many suggestions for changes designed to serve each petitioner's own interest. **PAGE 37.**

SPECIAL REPORT

NATPE '81 ☐ More than 4,000 are expected at New York sessions with an agenda that goes well beyond members' usual syndication and programing concerns to delve into new media, affirmative action, inflation's effect, sex and morality in programing and multiple other concerns. **PAGE 47.** Rundown of five-day program begins on **PAGE 54.** Here's advance look at marketplace and how some buyers assess buying. **PAGE 60.** Complete rundown of exhibitors, what they're offering commences on **PAGE 62.**

LAW & REGULATION

ACCESS EXCESS ☐ Supreme Court hears networks and government take opposite sides as to what constitutes "reasonable" broadcast rights for political candidates. **PAGE 110.**

PROGRAMING

WGA STAYS STRIKE ☐ Writers extend contract at least two weeks while talks resume with Hollywood producers over pay, disk and tape programing. **PAGE 134.**

BUSINESS

NEWHOUSE GROWS AS MSO ☐ Company will become eighth largest cable group if FCC clears purchase of Vision Cable. **PAGE 138.**

JOURNALISM

TV COVERAGE OF SENATE ☐ Rules Committee plans late March hearings on whether television should be allowed to carry chamber proceedings. **PAGE 142.**

TECHNOLOGY

OUR MEN IN HAVANA ☐ U.S. officials will meet there with Cuban representatives and make point that Caribbean neighbor isn't entitled to majority of new assignments under 9 khz plan. **PAGE 146.**

MEDIA

TIPS FOR TOWN ☐ National League of Cities adopt's code that asserts rights of municipalities in cable franchising and suggests ways to deal with issues of local ownership, financial disclosure and lobbying practices. **PAGE 148.**

1951

THE 'BROADCASTING' YEARS ☐ War in Korea brought back materials shortages, security measures and programing challenges to the electronics media. It was also the year in which transcontinental TV became a fact network radio slashed its rates, the FCC began to thaw television's freeze and Communist hunters continued their searches in broadcasting. **PAGE 161.**

PROFILE

DON'T TRUST TO LUCK ☐ There's room for growth for those who want to grow, Jim Dowdle says. But the president of Tribune Company Broadcasting quickly adds that desire must be backed by solid business judgment, R&D investment and sound knowledge of basics. **PAGE 183.**

Bottom Line 141
Business Briefly 10
Changing Hands 150
Closed Circuit 9
Datebook 18
Editorials 186
Fates & Fortunes 179
For the Record 156
In Sync 147
Intermedia 152
Monday Memo 26
Monitor 137
News Beat 143
Playback 134
Stock Index 140
Washington Watch 122

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $30 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ Accuracy In Media 118 ☐ BMI 75 ☐ Back to God 90 ☐ Beck-Ross Communications Inc 15 ☐ Blackburn & Co. 150 ☐ CBS Cable 100-101 ☐ CBS News 59 ☐ Canadian Broadcasting Corp. 126, 138, 142, 146, 149, 179 ☐ Carpenter TV Programs 135 ☐ Chamber of Commerce of U.S. 107 ☐ Christian Service 121, 134, 143, 147 ☐ Columbia Pictures 77 ☐ Continental Electronics 142 ☐ R.C. Crisler 152 ☐ Delta Airlines 122 ☐ Drake-Chenault 137, 139, 141 ☐ Eastern Cable Show 133 ☐ FM-100 157 ☐ Fetzer Stations 160 ☐ Firstmark 136 ☐ Freemantle 115 ☐ Fuji Telecast 129 ☐ Gannett 79 ☐ General Mills 123 ☐ Gold Key 104-105 ☐ Group W Productions 68-69, 130 ☐ Harris 91 ☐ Home Theater Network 128 ☐ Rex Humbard 67 ☐ Interaudiovisual 111 ☐ JWT Syndication 119, 120 ☐ KPIX-TV 87 ☐ Kaman 132 ☐ MCA 8, 84-85, 88-89 ☐ MGM-TV 16-17, 47-49, 51-53, 55-57 ☐ MIP-TV 153 ☐ Midwest Corporation 131 ☐ Multimedia Program Productions 39 ☐ NTA 116-117, 124-125 ☐ Omni 127 ☐ Osmond TV Sales 19-24 ☐ Paramount 27-29, 41-45 ☐ Polygram 112-113, 144-145 ☐ Cecil L. Richards 151 ☐ SFM Holiday Network 97 ☐ Satellite TV Corporation 114 ☐ ShowBiz 11-14, 66, 74, 86, 106 ☐ Tandem 61, 63, 65 ☐ Trident TV Associates 30 ☐ 20th Century-Fox TV 71-73, 80-81 ☐ Van Bernard Productions 103 ☐ Viacom inside front cover/pages 3, 4-5, 94-95 ☐ Vital Industries 98-99 ☐ WJZ-TV 92-93 ☐ Warburg, Paribas, Becker 102 ☐ Ward-Beck back cover ☐ Warner Amex 108-109 ☐ Warner Brothers front cover, 6 ☐ Weiss Global inside back cover ☐ Western Union 82-83 ☐ Westwood One 10 ☐ Youngs, Walker & Co. 110 ☐

PBS's proposed pay TV system to be detailed in study

The Public Subscriber Network, the pay television network proposed by the Public Broadcasting Service, got a go sign last week when the executive committee of the PBS board gave its unanimous approval for PBS to launch a $1.5-million study to lay the network out in detail.

Although the $1.5 million will have to be raised from outside sources—most likely from foundations—the committee also authorized PBS to use $200,000 of PBS funds to get going while the $1.5 million is being raised.

The committee also authorized PBS President Lawrence Grossman to spend time overseeing the project. Grossman will retain his position as PBS president, but will delegate some duties.

A PBS spokesman said the idea for this "feasibility and development" study is to have PSN laid out in detail within one year. Under the plan, PBS will try to set up the 50 markets where it plans to initiate the network during its first year of operation. With the $1.5-million, a PBS spokesman said, PBS will try to "tie down" institutions and distributors for both the educational programing it envisions for PSN during the daytime and the cultural fare it plans to run at night. Though during this phase, neither checks nor contracts will be signed, the spokesman said, PBS would like to get PSN to the point that if the full 35-member board of PBS gives PSN the nod, "all they have to do is sign the checks" to get PSN rolling.

Lorimar's Lee Rich warns ATAS of dangers of greed

Producer questions economic sense of Hollywood strikes in Los Angeles luncheon address

One of Hollywood's top television producers has warned "there is uneasiness existing in every sector of our [entertainment] business," and that "there may not be a future for the television industry, or it may change so radically that no one will recognize it."

The co-founder and president of Lorimar Productions, Lee Rich, told a Feb. 26 luncheon audience of the Academy of Television Arts and Sciences in Los Angeles the uneasiness "manifests itself in an attitude of 'screw the next guy, I want mine.' Fingers point at everybody—production companies, networks, actors, directors, writers and theatrical agents."

Ratings Roundup

CBS-TV clobbered its two network rivals with more than a four-point prime-time ratings lead for the week ended March 1—locking up a decisive victory as well for the February "sweeps" (see "In Brief").

During the final full sweeps week of this period, when local-market performance is measured, CBS won with a 21.6 rating and 34 share to NBC-TV's 17.5/27 and ABC-TV's 17.3/27. The week's five top-rated programs all came under the CBS banner, including two films, the made-for-TV *Fallen Angel* (28.4/42) and the theatrical "Amityville Horror" (25.4/37). Night by night, CBS took Tuesday, Thursday, Friday and Sunday; NBC, Monday and Wednesday, and ABC, Saturday.

It was a week heavy with specials, particularly from CBS and NBC, and at times the networks seemed to turn into movie channels. On Sunday, for example, competition overlapped for an hour and a half between "Amityville Horror" on CBS and the made-for-TV *Miracle on Ice* on ABC (18.8/28 for its full three hours) and *Elvis and the Beauty Queen* on NBC (17.5/26 for two hours).

Each network had a movie on Friday as well, and again CBS's drew the largest audience. Head-to-head, CBS's "Wizard of Oz" (20.6/34) beat NBC's *Munster's Revenge* (14.3/23), and ABC's *Midnight Offerings*, starting an hour after them, drew only a 13.9/23—and faced CBS's powerhouse *Dallas* (30.2/52). NBC's two-part *Evita Peron* with Faye Dunaway produced mixed results, earning a 22.7/34 on Monday but was hit hard on Tuesday (18.2/27) by CBS's *Fallen Angel*.

One new series premiered during the week: ABC's *Aloha Paradise* with Debbie Reynolds. In its special two-hour presentation on Wednesday, it scored a 19.4/29.

The First 20

1.	*60 Minutes*	CBS	30.8/46
2.	*Dallas*	CBS	30.2/52
3	*Fallen Angel* (made-for-TV movie)	CBS	28.4/42
4.	*M*A*S*H*	CBS	27.2/38
5.	*Amityville Horror* (theatrical movie)	CBS	25.4/37
6.	*That's Incredible*	ABC	24.3/35
7.	*House Calls*	CBS	23.2/34
8.	*Love Boat*	ABC	23.1/39
9.	*Lou Grant*	CBS	23.1/37
10.	*Evita* (part one)	NBC	22.7/34
11.	*Laverne & Shirley*	ABC	22.5/34
12.	*Happy Days*	ABC	22.4/34
13.	*Little House*	NBC	21.9/31
14.	*Knots Landing*	CBS	21.5/35
15.	*Grammy Awards*	CBS	21.1/34
16.	*Real People*	NBC	20.8/32
17.	*CHiPS*	NBC	20.8/30
18.	*Wizard of Oz* (theatrical movie)	CBS	20.6/34
19.	*Quincy*	NBC	20.3/33
20.	*Three's Company*	ABC	20.0/29

The Final Five

58.	*Gangster Chronicles*	NBC	12.5/21
59.	*Flo*	CBS	11.2/29
60.	*Charlie's Angels*	ABC	10.6/18
61.	*Foul Play*	ABC	10.4/17
62.	*Monster Disasters* (special)	NBC	9.2/16

For 22 years we've been providing the **missing link**

Not just money ideas, but many ideas—for your communications effort. Financing for cable, earth station, radio or TV. Call Bill Van Huss, Phil Thoben or Bill Kennedy.

Firstmark Financial

Firstmark Financial Corporation

Communications Finance Div.
110 E. Washington St.
Indianapolis, IN 46204
317/638-1331

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period/Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
RCA	yr. 12/31/80	$8,011,300,000	+7.5	$315,300,000	+11.1	3.35	$7,454,600,000	$283,800,000	3.72
Rockwell International	yr. 9/30/80	7,052,700,000	+12.1	280,200,000	+ 7.3	3.77	6,298,800,000	261,100,000	3.66
Rollins Inc.	6 mo. 12/31/80	213,763,052	+14.3	17,281,349	+23.3	1.26	187,063,576	14,010,357	1.04
Schering-Plough	yr. 12/31/80	1,740,400,000	+21.4	248,400,000	+11.7	4.62	1,434,000,000	222,300,000	4.12
Scientific-Atlanta	6 mo. 12/31/80	120,592,000	+40.3	7,882,000	+51.6	.75	85,972,000	5,199,000	.58
Scripps-Howard Broadcasting	yr. 12/31/80	76,991,679	+10.0	16,460,580	+ 3.1	6.38	69,958,353	15,970,073	6.19
Taft Broadcasting	9 mo. 12/31/80	194,317,000	+ 1.7	26,319,000	− 2.7	2.69	190,957,000	27,036,000	3.10
Technical Operations	3 mo. 12/27/80	7,150,000	+10.1	509,000	+24.1	.48	6,496,000	410,000	.30
Time Inc.	yr. 12/31/80	2,881,783,000	+15.1	141,203,000	− 1.9	5.02	2,504,060,000	143,922,000	5.15
Times Mirror	40 wks. 10/5/80	1,373,918,000	+14.2	96,854,000	−11.4	2.84	1,203,313,000	109,358,000	3.22
Transamerica Corp.	yr. 12/31/80	4,384,915,000	+ 8.4	244,979,000	+ 2.0	3.75	4,044,647,000	240,202,000	3.66
United Cable TV	6 mo. 11/30/80	28,559,000	+38.9	3,813,000	+27.9	.43	20,561,000	2,982,000	.36
Washington Post Co.	yr. 12/28/80	659,535,000	+11.2	34,335,000	+16.5	2.44	593,262,000	29,468,000	1.89
Warner Communications	yr. 12/31/80	2,059,414,000	+25.0	137,091,000	−31.7	2.38	1,648,027,000	*200,747,000	1.97
Westinghouse Electric	yr. 12/31/80	8,514,260,000	+14.4	402,384,000	+21.7	4.71	7,443,051,000	331,071,000	3.85

*Warner Communications 1979 net income include $91,689,000 gain from sale of 50% interest in cable subsidiary to American Express.

Teleprompter reports 1980 revenue rise of 17%; cable leads way

MSO reports that Westinghouse merger is 'on schedule' with 28% stock purchase completed

Teleprompter, which is in the process of acquisition by Westinghouse, has reported its 1980 results. Revenues were up 17% over the year earlier's $174,638,000, to $203,558,000. Income, considered before extraordinary items, was up 20%, to $23,191,000, $1.36 per share, from $19,340,000, $1.14 per share. After extraordinary items, the company's income jumped 75%—this year saw a 10 cent per share benefit from a favorable tax ruling, while last year there was an 84-cent-per-share charge resulting from a litigation settlement.

According to the company, its cable television division was the principal contributor to the year's results, with revenues up 19% to $170,281,000 from $143,458,000. Operating profits, however, advanced only 4%, from $56,030,000 to $58,415,000. (Those figures are before depreciation, amortization, interest and income taxes, which aren't broken out by operating unit.)

Filmation Associates logged revenues of $13,692,000 in 1980 and operating profits of $3,097,000. Teleprompter noted that Showtime, its joint venture with Viacom, "continued to expand its operations in 1980."

The company also stated that the proposed merger with Westinghouse "is on schedule," with 28% of Teleprompter's common stock having been purchased by Westinghouse on Jan. 30 (after the FCC granted a temporary waiver of crossownership rules). That stock "has been placed in a voting trust and there will be no change in the control of Teleprompter until the merger is consummated."

Bottom Line

Fox stock moves. In filing with Securities and Exchange Commission, Tandem/TAT and Bud Yorkin Productions disclosed they have raised their holdings in 20th Century-Fox to 7.4%, or 782,467 shares. Filing says Hollywood-based production companies, both privately held, bought 93,500 shares week of Feb. 20, just 10 days after acquiring another 118,400 shares. Colorado oilman Marvin Davis is bidding to take over Fox plus distribution of interest in Fox's United Television subsidiary.

□

Sewed up. New York Times Co. has completed acquisition of Cable Systems Inc. and Audubon Electronics, which have combined total of 55 cable franchises in three southern New Jersey counties (Burlington, Camden and Gloucester), from Irving Kahn for $119 million.

□

Dividendless quarter. Decision to omit quarterly dividend has been made by directors of Chuck Barris Productions. Company's cash is to be plowed into production of four series instead. Titles are *The Million Dollar Talent Show, Leave It to the Women, Dollar A Second* and *Treasure Hunt,* all for fall 1981.

□

Charges. Cable subscribers nationwide can now use Visa or Master Card credit cards to pay initial service package fees. Development is outgrowth of HBO test marketing program that cable network says had "impressive early results," boosting affiliated systems sales 4.3%. Special agreement HBO negotiated with Chemical Bank, which will administer program, puts 2.9% interest rate on service sales. HBO says plan, initially limited to sign-up payments over $40, may later be extended to monthly charges.

HISTORY
OF
Rock and Roll

SILVER ANNIVERSARY EDITION
SOLD IN DETROIT—WMJC
Call For Availability and a Demo
Drake-Chenault 213 883 7400

BEST AVAILABLE COPY

Projected FCC personnel outlook through fiscal year 1982

Where the cuts will come. This chart shows a department-by-department breakdown of how the Office of Management and Budget's $5.4 million budget cut will affect FCC personnel in terms of the number of authorized positions. The cuts will be implemented on a pro rata basis (Broadcasting, March 2).

	FY 1981 Current Authorized Ceiling	FY 1981 Current Strength	FY 1981 OMB Reduction Prorated Against Authorized Ceiling	FY 1981 Revised Ceiling	FY 1982 OMB Reduction Prorated Against FY 1981 Revised Ceiling	FY 1982 Revised Ceiling
Commissioners	49	42	−3	46	0	46
Office of Plans and Policy	26	28	–	25	−1	24
Office of Public Affairs	27	28	−2	25	−1	24
Office of Opinions and Review	18	19	0	18	−1	17
Review Board	11	8	0	11	0	11
Office of Administrative Law Judges	26	27	−1	25	−1	24
Office of General Counsel	55	52	−3	52	−2	50
Office of Science and Technology	137	131	−6	131	−4	127
Office of the Executive Director	320	315	−17	303	−10	293
Field Operations Bureau	477	459	−22	455	−14	441
Broadcast Bureau	326	308	−17	309	−10	299
Cable Television Bureau	50	52	−3	47	−1	46
Common Carrier Bureau	316	316	−17	299	−10	289
Private Radio Bureau	272	268	−14	258	−8	250
Total	2,110	2,053	−106	2,004	−63	1,941

- **WCRV(AM)** Washington, N.J. (AM: 1580 khz, 1 kw-D)—Seeks assignment of license from Warren Broadcasting Corp. to Alpha Broadcasting Corp. for $341,500. ("Changing Hands," Dec. 22, 1980). Seller: Guy T. Bock (95%) and Nicholas J. DeRienzo (5%). They also own WFMV(FM) Blairstown, N.J. Buyer is wholly-owned subsidiary of Alpha Computer Service Corp.; George Vajda is president and 51% owner; Don C. Brennan (24%), and Marvin M. David (25%). Brennan is vice president at Alpha Computer Services Corp. David is attorney and also secretary at Alpha. They presently have no other broadcast ownership interests. Ann. Feb. 25.

- **WFTH(AM)-WMBL(FM)** Morehead City, N.C. (AM: 740 khz, 1 kw-D; FM: 95.9 mhz, 3 kw).—Seeks transfer of control of Carteret Broadcasting- Inc. from Robert Pate (100% before; none after) to R. E. Kramer (none before; 100% after). Consideration: $540,340. Principals: Seller is owned by Robert R. Pate (75%) and his mother, Corrine (25%). They have no other broadcast interests. Buyer is Ronald E. Kramer (100%) who is vice president and 20% owner of Sontechniques, Cockeysville, Md., electronic manufacturer; one-third owner- of Santec Corp., record-pressing company in Cockeysville, and 40% owner of Nante-Crete Ltd., Alexandria, Va. Ann. Feb. 25.

- **WHIT(AM)** New Bern, N.C. (AM: 1450 khz, 1 kw-D 250 w-N)—Seeks assignment of license from Britt Communications Inc. to Delma R. West for $270,000. ("Changing Hands," Jan. 19). Seller: Charles B. Britt (100%). Britt has consulting and noncompete agreements with WIRY(AM) Plattsburg, N.Y., and WFTR(AM) Front Royal, Va. He has no other broadcast interests. Buyer: Delma West and his family. Stock ownership percentages are to be determined. Delma West is minority applicant and electrical engineer at ITT Research Institute, Annapolis, Md. He has no other broadcast interests. Ann. Feb. 25.

- **KTIX(AM)** Pendleton, Ore. (AM: 1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Capps Broadcasting Inc. to Agpal Broadcasting Inc. for $400,000. Seller: David N. Capps (32%), brother Gary (38%) and wife of Gary, Sharon (18%) and seven other members of Capps family. They also own KGAR(AM) Vancouver, Wash.; KGAL(AM) Lebanon, KSRV(AM) Ontario, KGRL(AM)-KXIQ(FM) Bend, all Oregon, and KEEP(AM)-KEZJ(FM) Twin Falls, Idaho. Buyer: Andrew F. Harle and his wife, Jo Ann (50% jointly), and James P. McAnally and his wife, Cheryl (50% jointly). Andrew Harle is general manager at KTIX(AM) Pendleton. JoAnn Harle is clerk at United Parcel Service. James McAnally is educator in Pendleton. Cheryl McAnally is sales manager at KTIX. They have no other broadcast interests. Ann. Feb. 25.

- **WMYB(AM)-WXTL(FM)** Myrtle Beach, S.C. (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 92.1 mhz, 3 kw)—Seeks assignment of license from Golden Strand Broadcasting Co. to Rawley Communications Corp. for $700,000 ("Changing Hands," Feb. 9). Seller: Wade H. Alley, who has no other broadcast interests. Buyer: David A. Rawley Jr. and family, owners of 2 North Carolina dailies and 1 South Carolina weekly. They have no other broadcast interests. Ann. Feb. 25.

- **WUCR(AM)** Sparta, Tenn. (AM: 860 khz, 1 kw-D)—Seeks assignment of license from WUCR Inc. to Athen Broadcasting Co. for $425,000. Seller: Robert W. Gallaher (70%); Charles E. Whiteaker (25%), and Charles D. Howard (5%). Gallaher owns 20% of WKXN(FM) Greeneville, Ala., and 75% of CP for WBCE(AM), which is pending transfer control. Whiteaker owns 10% of WKXN(FM) Greenville. Buyer: Steve H. Snowden (51%) and his wife, Joan C. (34%); Frank T. Foster; John R. Dorris, and Charles Westbrook (5% each). Snowden is vice chairman and 2.5% owner of First Central Bank, Smithville, Tenn. He also has 1/3 interest in food franchises in Smithville and Pikeville, Ky. Foster is chairman of First Central and 65% owner of office furniture supply store in Nashville. Dorris is Nashville, Tenn., financial consultant and 22.2% owner of Media South Inc., Nashville, and director of Mooney Broadcasting Corp., Knoxville. Westbrook is general manager of WLAR(AM) Athens, Tenn. Ann. Feb. 25.

- **KBYG(AM)** Big Springs, Tex. (AM: 1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Tentex Broadcasting Inc. to Giraffe Communications Inc. for $185,000. Seller: Hugh D. Frizzell and Robert Williams (one-third each); James E. McAlpin, James F. Steward, and Stephen L. Cropper (11.11% each). They also own KFTS(AM) Texarkana, Tex. Buyer: Dick G. Fields (55%) and his wife, Donna J. (35%), and Albert J. Hajny (10%). Dick Fields has been account executive at WTSO(AM)-WZEE(FM) Madison, Wis., and director at Bundy Broadcasting Co., programing consultants in Waukesha, Wis. Hajny has been chief engineer at WEMP(AM)-WNVW(FM) Milwaukee, Wis. Donna Fields is nurse at University of Wisconsin Hospital, Madison. They have no other broadcast interests. Ann. Feb. 25.

- **WABH(AM)** Churchville, Va. (AM: 1480 khz, 1 kw-D)—Seeks transfer of control of Deerfield Broadcasting Inc. from Robert L. Dean and Vincent D. O'Connell (100% before; none after) to Blue Ridge Broadcasting Inc. (none before; 100% after). Consideration: $285,000 plus $15,000 for noncompete. Principals: Robert L. Dean and Vincent D. O'Connell (one-half each). They have no other broadcast interests. Buyer: Alan J. Carter, pres., and Jack D. Ferguson (one-half each). Carter owns lumber companies in Kent, Ohio and Verona, Va. Ferguson owns laundry, dry cleaning and used car businesses in Staunton, Waynesboro, and Stuarts Draft, all Virginia. They have no other broadcast interests. Ann. Feb. 25.

Actions

- **KTTI(FM)** Yuma, Ariz. (FM: 95.1 mhz, 25 kw)—Granted transfer of control of Purr Broadcasting Inc. from Mervyn R. Richmond (50% before; none after) to James L. Evans (50% before; 100% after). Consideration: $2,000. Principals: Seller is relinquishing his interest, which is one-half of ownership. Buyer: Evans is president/director of KTTI(FM) and 50% owner. This purchase will make him sole owner. Evans has no other ownership interests. Action Feb. 13.

- **KAAP-AM-FM** Santa Paula, Calif. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 96.7 mhz, 87 kw, ant: 1,500 ft.)—Granted transfer of control from Rancho Broadcasting Inc. to Pac West Broadcasting Corp. for $1.2 million. Seller is owned by William F. Wallace who has no other broadcast interests. Buyer is owned equally by Gordon Miller, Tom Chilcott and John Lego. Miller is president of Denver outdoor advertising company. Chilcott is Fort Collins, Colo., commodities investor. Lego is former general manager of KLDR(AM) Denver. They have no other broadcast interests. Action: Dec. 31, 1980. (This corrects announcement appearing in "For the Record," Jan. 19).

- **KBBB(AM)-KDKQ(FM)** Borger, Tex. (AM: 1600 khz, 5 kw-D; FM: 104.3 mhz, 26 kw)—Granted assignment of license from Borger Broadcasting Corp. to Phillip C. Spivey for $350,000. Seller is owned by R. Smith Schuneman (60%), and Hugh Wiegman and John Cecil (20% each). They have no other broadcast interests. Spivey is is commercial manager and 10% owner of KWEY-AM-FM Weatherford, Okla. Action Feb. 9.

- **KVMC(AM)** Colorado City, Tex. (AM: 106.9 khz, 1 kw-D)—Granted assignment of license from Ledrew Ballard to James G. Baum for $395,000. Seller: Ballard owns 40% each of KLFB(AM) Lubbock; KRGI(FM) Taylor, and KCYL(AM)-KLTO(FM) Lampasas, all Texas. Buyer: Baum is former general manager of KBYG Big Spring, Texas. He has no other broadcast interests. Granted Feb. 13.

- **WJLJ(AM)** Tupelo, Miss. (AM: 1060 AM: 1060 khz, 250 w-D)—Granted assignment of license from All America Broadcasting Co. to Lee Broadcasting Inc. for $230,000. Seller: Gary Hughes (60%) and William Van Devender and James E. Poole Jr. (20% each). They have no other broadcast interests. Buyer: J. A. Baxter, Gordon L. Bostic and Raymond F. Akin (one-third each). Baxter owns Corinth, Miss., department store. Bostic is Laural, Miss., mobile home dealer. Akin is Tupelo, Miss., mobile home dealer and insurance agent. Baxter and Gibson own one third each of both WJHR(FM) Jackson, Tenn., and is applicant for new AM in Milan, Tenn. Akin has no other broadcast interests. Action Feb. 12.

Facilities Changes

Applications

- **KAYY(FM)** Fairbanks, Ark.—Seeks mod. of CP to change type trans. and type ant.; decrease HAAT: 132' (H&V) & change TPO. Ann. Feb. 25.

- **WAPG(AM)** Arcadia, FLa.—Seeks CP to change in ant. sys. Ann. Feb. 25.

- **WHIA(FM)** Dawson, Ga.—Seeks CP to increase HAAT: 300' (H&V) & change TPO. Ann. Feb. 25.

- **KSPT(AM)** Sandpoint, Ind.—Seeks CP to change frequency from 1400 khz to 880 khz; change N power to1kw and change D power to 10 kw. Ann. Feb. 27.

- **KIOA(AM)** Des Moines, Iowa—Seeks CP to increase D power to 50 kw; redescribe TL; and make changes in ant. sys. Ann. Feb. 27.

- **WLOU(AM)** Louisville, Ky.—Seeks CP to change hours of operation to U, by adding N service with 500 w; install DA-N, and make changes in ant. sys. Ann. Feb. 27.
- **KIRL(AM)** St. Charles, Mo.—Seeks mod. of CP to change ant. sys.; and change TL. Ann. Feb. 25.
- **WFNC(AM)** Fayettesville, N.C.—Seeks CP to change N power to 1 kw-N; change D power to 10 kw-LS; install DA-D, and change frequency from 940 khz to 640 khz. Ann. Feb. 27.
- **WAEZ(FM)** Akron, Ohio—Seeks CP to make changes in ant. sys.; change type ant; decrease ERP: 11.75 kw (H&V); increase HAAT: 886' (H&V) & change TPO. Ann. Feb. 25.
- **KTFX(FM)** Tulsa, Okla.—Seeks CP to change TL: 2.7 miles east of hwy. 51 on S 101 Street, Tulsa; increase HAAT: 1278' H&V and make changes in ant. sys. Ann. Feb. 25.
- **WBUX(AM)** Doylestown, Pa.—Seeks CP to change hours of operation to U, by adding N service with 1 kw; change D power to 1 kw; install DA-2, change freq. from 1570 khz to 1160 khz; rediscribe TL & SL; and make changes in ant. sys. Ann. Feb. 27.
- **WLIC(AM)** Adamsville, Tenn.—Seeks mod. of CP to correct TL to read: 0.3 Miles N. of Hwy. 64, 0.6 miles inside Hardin Co., near Adamsville, Tennessee; correct geographical coordinates to read: 35 14' 00" 88 21' 35" & change SL & RC to: 105 Main Street, Adamsville, Ann. Feb. 25.
- **WLSN(AM)** Lebanon Tenn.—Seeks mod of CP to change hours of operation to U by adding N service with 5 kw; change freq. to 1200 khz; increase D power to 5 kw; change TL; and make changes in ant sys. Ann. Feb. 27.
- **KYKS(FM)** Lufkin, Tex.—Seeks CP to make changes in ant. sys.; change SL & RC to 105 Temple Blvd., Lufkin, change type trans.; type ant.; increase ERP: 100KW (H&V); increase HAAT: 669' (H&V) & change TPO. Ann. Feb. 25.
- **KGRO(AM)** Pampa, Tex.—Seeks mod. of CP to change TL to: 0.29 miles E. of State Hwy. 70, S. side of State Hwy., near Pampa. Ann. Feb. 25.
- **KBEC(AM)** Waxahachie, Tex.—Seeks CP to change hours of operation to U by adding N service with 1 kw; install DA-N; change TL; add RC; and make changes in ant. sys. Ann. Feb. 27.
- **KVNU(AM)** Logan, Utah—Seeks CP to make changes in ant. sys.; change TL to: 2.4 miles north of Wellsville E. of Hwy. 23, Logan; operate trans. by RC from Main SL & change N directional pattern & specify standard pattern. Ann. Feb. 25.
- **WPVR(FM)** Roanoke, Va.—Seeks CP to make changes in ant. sys.; change TL to: Poor Mountain, near Roanoke; change type trans.; change type ant.; increase ERP: 100 kw (H&V); increase HAAT: 1979' (H&V) & change TPO. Ann. Feb. 25.
- **KARO(AM)** Vancouver, Wash.—Seeks Mod. of CP to make changes in ant. sys., colocate D TL with N trans. site: Northeast end of Island, Government Island, Washington. Ann. Feb. 25.

Actions

- **WGCI(FM)** Chicago, Ill.—Granted CP to make changes in ant. system; change type ant.; increase ant. height 603 ft. (H&V); utilize existing ant. as auxiliary, and change TPO (BPH-801105AA). Action Feb. 12.
- **KFGQ(FM)** Boone, Iowa—Granted CP to make changes in ant. sys.; change TL; change type ant.; decrease ant. height 300 ft. (H&V), and change TPO (BPH-800909AF). Action Feb. 12.
- ***KBJC(FM)** Great Bend, Kan.—Granted CP to increase ERP 240 W (H), ant. height 210 ft. (H); conditions (BPED-791018AC). Action Feb. 12.
- **KURL(AM)** Billings, Mont.—Granted CP to increase power to 5 kw (BP-800707AA). Action Feb. 10.
- **WAQX(FM)** Manlius, N.Y.—Granted CP to change TL; increase ERP 3 kw (H&V); decrease ant. height 300 ft. (H&V), and make changes in ant. sys. (BPY-800711AI). Action Feb. 11.
- **WOBR(FM)** Wanchese, N.C.—Granted modification of license to install new transmitter system (BMLH-801106AK). Action Feb. 17.
- ***WOBC(FM)** Oberlin, Ohio—The Oberlin College Student Network Inc. Granted CP to change frequency to 91.5 mhz; ch. 218; ERP 440 kw (H&V), antenna height 125 ft. (H&V), and make changes in ant. sys. (BPED-791206AC).
- ***WESS(FM)** East Stroudsburg, Pa.—Granted CP to increase ERP 1 kw (H&V), ant. height minus 165 ft. (H&V); conditions (BPED-791226CQ). Action Feb. 12.
- **WGIT(FM)** Hormigueros, P.R.—Granted CP to change TL; increase ERP .25 kw (H&V), ant. height 870 ft. (H&V); and make changes in ant. sys. (BPY-791213AE). Action Feb. 12.
- **WAIM(AM)** Anderson, S.C.—Granted CP to change TL and SL; conditions (BP-801020AS). Action FEb. 11.
- **WGUS(AM)** North Augusta, S.C.—Granted CP to increase D power from 1 kw to 5 kw, and make changes in ant. sys.; conditions (BP-800911AF). Action, Feb. 10.
- **WIXC(AM)** Fayetteville, Tenn.—Granted CP to increase power to 25 kw; conditions (BP-800703AF). Action Feb. 12.
- **KBSN(AM)** Crane, Tex.—Granted CP to change hours of operation to U by adding N service with 500 W DA-N; make changes in ant. sys.; conditions (BP-800114AF). Action Feb. 10.
- **WQRK(FM)** Norfolk, Va.—Granted CP to change from DA to Non-DA; change type ant.; decrease ant. height 480 ft. (H&V), and change TPO (BPH-800722AI). Action Feb. 12.

In Contest

Designated for hearing

- FCC has designated for hearing applications of Waterman Broadcasting Corporation of Texas and Gainesville Television Inc., to modify their UHF-TV facilities at Fort Myers and Gainesville, Fla. Waterman, license of WBBH-TV, and Gainesville, licensee of WCJB(TV), seek to relocate their TL's. Relocations would result in co-channel stations being 14.3 miles short of the 205 mile separation required by the rules. Waterman and Gainesville jointly requested both applications be granted, contending no objectionable mutual interference would result from changes. Commission found to do so, however, would negate advantages of allocation tables and spacing requirements. Applications were designated for hearing to determine extent of short-spacing between proposed sites and degree of interference which would be caused; whether waiver of rules would be warranted to allow grant of one or both applications; to determine which, if any, of applications would better serve public interest. Action Feb. 25.

Procedural ruling

- Ruidoso, N.M. **FM proceeding,** (Sierra Blanca Broadcasting Company, Et AL.) by two separate actions, ALJ Edward J Luton granted joint petition by Sierra and Ruidoso Broadcasting Company, approved settlement agreement, authorized the reimbursement of amount not to exceed $5,000 to Sierra by Ruidoso and dismissed Sierra's application with prejudice; granted joint motion by Triple R Broadcasting Inc. and Ruidoso, approved agreement, authorized the reimbursement of amount not to exceed $4,500 to Triple R by Ruidoso, and dismissed Triple R's application with prejudice (BC Docket Nos. 8-270-72). Action Feb. 12.

Satellites

Grants

- Community Cable of Utah Inc. for Salem, Utah (E2485).
- Centre Video Corp. for Clarion, Pa. (E2489).
- Satellite Business Systems for Austin, Tex. (E2618).
- Satellite Business Systems for Atlanta, Ga. (E2620).
- Rock Valley CATV Co. for Rock Valley, Iowa (E2670).
- Satellite Business Systems for Wichita, Kan. (E2745).
- H.C. Ostertag Cable Television Inc. for West Hempfield Township, Pa. (E2761).
- Asbury & James TV Cable Service Corp. for Charleston, W. Va. (E2754).
- Satellite Business Systems for Warren, Mich. (E2767).
- Satellite Business Systems for Los Angeles (E2768).
- Satellite Business Systems for Dayton, Ohio (E2769).
- Mickelson Media Inc. for Hutchinson, Minn. (E2770).
- Better Cable TV for Pittsfield, Me. (E2771).
- Better Cable TV for Waterville, Me. (E2772).
- Warner Amex Cable Communications Inc. for Chambersburg, Pa. (E2773).
- Valley Video Systems Inc. for Rushford, Minn. (E2777).

Other

- FCC through its Consumer Assistance and Information Division, Office of Public Affairs, released publication containing six guidelines for significantly improving UHF reception. Proposed by the FCC's UHF Comparability Task Force, guidelines can help consumers improve VHF reception as well. Copies of publication, entitled "UHF Television Comparability," are available from FCC Consumer Assistance and Information Division, 1919 M Street NW, Washington, D.C. 20554. Ann. Feb. 18.
- 18,708 complaints from public were received by broadcast bureau in Dec. 1980, decrease of 1,925 from November. Other comments and inquiries for December totaled 956, decrease of 73 from previous month. Bureau sent 1,181 letters in response to these comments, inquiries and complaints.

Summary of broadcasting

FCC tabulations as of Dec. 30, 1980

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,584	3	2	4,589	111	4,700
Commercial FM	3,279	2	1	3,282	143	3,425
Educational FM	1,090	0	2	1,092	71	1,163
Total Radio	8,953	5	5	8,963	325	9,288
Commercial TV						
VHF	518	1	0	519	9	528
UHF	234	0	0	234	92	326
Educational TV						
VHF	101	1	4	106	6	112
UHF	155	2	5	162	15	177
Total TV	1,008	4	9	1,019	122	1,143
FM Translators	345	0	0	345	181	526
TV Translators						
UHF	2,525	0	0	2,524	252	2,826
VHF	1,389	0	0	1,389	478	1,867

**Special temporary authorization*

***Includes off-air licenses*

Milestone: Radio, TV pass 10,000-station mark

NATPE

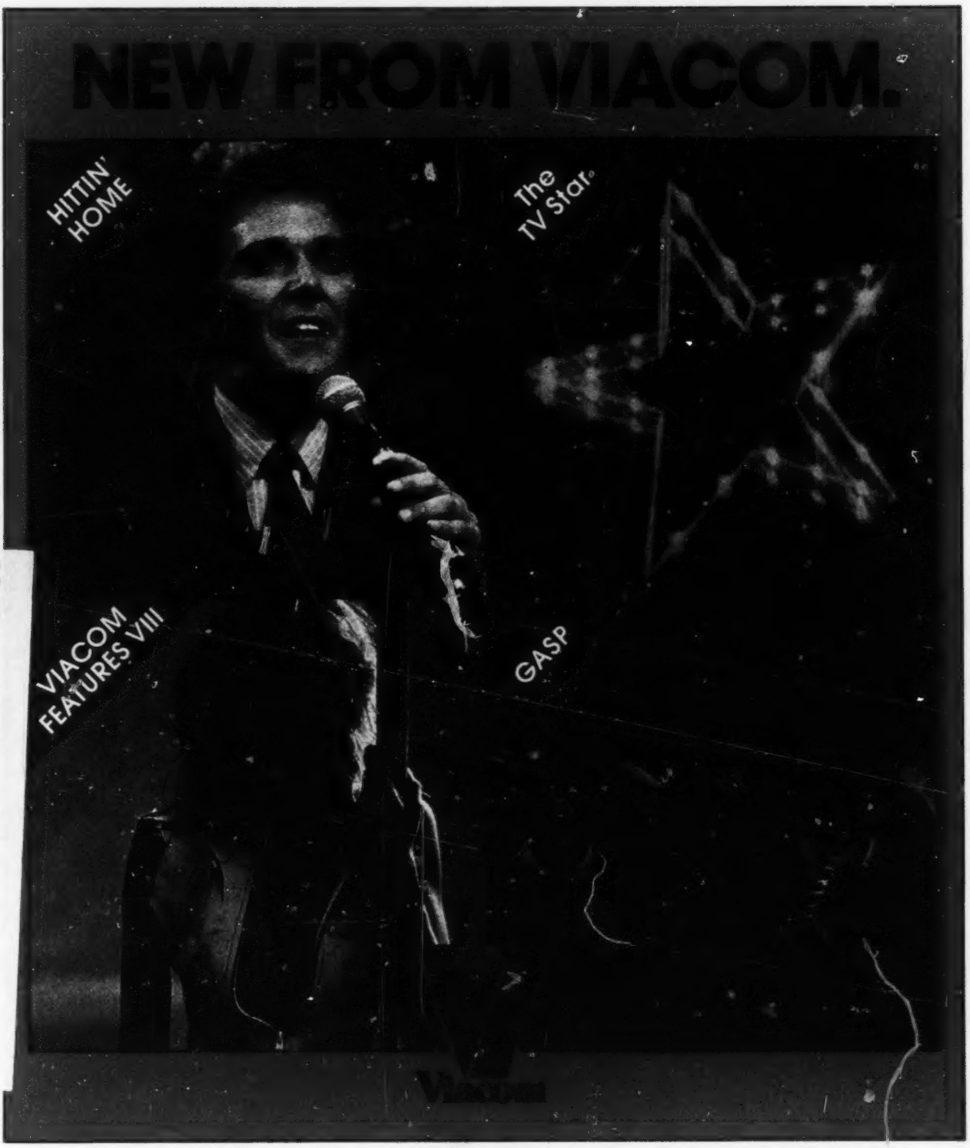
Good first report card for Reagan's press corps

Broadcasting Mar 16

The News Magazine of the Fifth Estate □ Vol. 100 No. 11

Our 50th Year □ 1981

3/17/81 C1750-1 U -


NEW FROM VIACOM.
HITTIN' HOME
The TV Star
VIACOM FEATURES VIII
GASP
Viacom

©198

20014KENNEP2098 ZWZ APR/81
J P KENNEDY
CIS
4520 EAST WEST HWY ##SAMPLE
SUITE 800
WASHINGTON DC 20014
NEWSPAPER

The First 50 Years Of Broadcasting

1952

□

PAGE 231

Broadcasting Mar16

The Week in Brief

TOP OF THE WEEK

OVER THE TOP ☐ Number of radio and TV stations surges past 10,000 mark, stirring speculation as to how much, how fast and in what way will future growth be. **PAGE 51.**

UP IN ARMS ☐ Though they proceed from different premises, networks and occasional users protest to FCC about AT&T's proposed increase in TV transmission rates. **PAGE 53.**

REVVING UP DAYTONA BEACH ☐ FCC again votes renewal for WESH-TV but with new wording to satisfy appeals court. **PAGE 54.**

CPB FUNDING ☐ Administration recommends stiff cuts, but public broadcasting wants more money and counts on Schmitt's support. **PAGE 55.**

THE JELLY BEAN CONNECTION ☐ Brady's White House news staff gets generally good marks from press corps, though some grumble about absence of spontaneity in conferences, lack of access to some officials. **PAGE 57.** Behind the scenes of Reagan's communications policy. **PAGE 66.**

SPECIAL REPORT

THE NATPE ACTION ☐ New York becomes even more the TV capital as association opens annual conference for estimated 4,200. **PAGE 70.** A look at agenda that runs through Wednesday. **PAGE 74.** A conversation with NATPE leaders about this year's conference, on programing itself, and on NATPE role in "the decade of the programer." **PAGE 84.** Katz previews its three-step plan to sweeten programing pot. **PAGE 94.** Handy directory of program and service exhibitors in Hilton. **PAGE 102.**

BUSINESS

TROUBLES FORE AND AFT ☐ RCA profits lag for year, and first-quarter slump is expected. Proxy statement spells out Bradshaw's contract and settlements with Valente and Pfeiffer. **PAGE 150.**

PROGRAMING

JUST FOR LAUGHS ☐ D-F-S study finds comedy dominating new TV shows in development for fall. **PAGE 174.**

LAW & REGULATION

CALL FOR RE-EVALUATION ☐ Chairman of Copyright Royalty Tribunal tells congressional committee that CRT is unworkable and impractical and tribunal's worth should be reassessed. **PAGE 196.**

TECHNOLOGY

ONE YEAR OF CLOSED CAPTIONING ☐ On first anniversary of system implementation, NCI finds lack of decoder sales and limited amount of captioned programs are interacting to suppress each's numbers. Also, CBS's teletext experiments are said to have retarded expansion. **PAGE 202.**

JOURNALISM

CALL TO ARMS ☐ Attorney Leonard Marks, former USIA director and current spokesman for World Press Freedom Committee, says broadcasters must assume more vigorous role in combatting restrictions on world journalists proposed to UNESCO. **PAGE 212.**

MEDIA

FLAK FOR PTV ☐ PBS's proposed pay network evokes mixed reaction in public broadcasting sector, but Grossman says it's largely deja vu and remains philosophical. **PAGE 222.**

1952

THE 'BROADCASTING' YEARS ☐ Television was liberated from the FCC's freeze on station grants. ABC and United Paramount Theaters went through agonizing months at the FCC on their proposed merger. **PAGE 231.**

PROFILE

ONE WORLD FOR PROGRAMING ☐ Taft's Lucie Salhany says the tremendous potential in programing in this decade goes beyond conventional media, to all fields. That's why, as president of NATPE, she espouses a software gospel of unity to attain common goals. **PAGE 255.**

Index to departments

Bottom Line 170
Business Briefly 26
Changing Hands 27
Closed Circuit 23
Datebook 32
Editorials 258
Fates & Fortunes 251
For the Record 236
In Sync 211
Monday Memo 30
Monitor 194
Open Mike 43
Playback 194
Stock Index 158
Washington Watch 200

Index to advertisers ■

ABC-TV Owned Stations 151 ☐ Accuracy in Media 46 ☐ American Express 170-171 ☐ American Image 204 ☐ Artmedia 197 ☐ Associated Press 33, 115 ☐ Association of American Railroads 183 ☐ Atlantic Broadcast Services 213 ☐ Avco Embassy Pictures 187 ☐ BBI Communications 180-181 ☐ BMI 135 ☐ Blackburn & Co. 226 ☐ Bristol Myers Co. 207 ☐ Broadcast Personnel 251 ☐ CBN 188-189 ☐ CB Distribution 47 ☐ Canadian Broadcasting Corp. 90, 194, 196, 200, 204, 214, 252 ☐ Chamber of Commerce of U.S. 193 ☐ Cinema Shares 212 ☐ Continental Electronics 200 ☐ Dentsu 43 ☐ Mike Douglas Productions 172-173 ☐ Eastman Kodak 142-143 ☐ Employers Reinsurance Corp. 217 ☐ Enterprise Radio 98-99 ☐ Filmways 132-133 ☐ Frazier, Gross & Kadlec 34 ☐ Sandy Frank 201 ☐ Gilmore Broadcasting 32 ☐ Gold Key 129, 176, 177 ☐ Golden West 192 ☐ Grass Valley 20 ☐ Group W Productions 111, 124-125, 146 ☐ Hayes Broadcasting 114 ☐ IT&T Blue Marble 215 ☐ ITT/Continental Banking Co. 175 ☐ Ikegami 155 Independent Television Corp. 148-149 ☐ JWT Syndication 195 ☐ KNXT-TV 230 ☐ KOIN-TV 208 ☐ KTXA-TV 220 ☐ King World Productions 144-145 ☐ Lexington Broadcast Services 117 ☐ L.L Logue 205 ☐ Lorimar 152-153 ☐ Lutheran Television 218-219 ☐ MCA-TV 22, 29, 35, 92-93 ☐ MGM-TV 71-73, 75-81 ☐ MTM Productions 136-137 ☐ Madison Square Garden 223 ☐ Manheim Advertising 216 ☐ Media People 253 ☐ Metromedia Producers Corp. 39-42 ☐ Mobil 199 ☐ Modern Talking Pictures 214 ☐ Multimedia Program Productions 59, 174, 178, 186, 198 ☐ NTA 156-157, 184-185 ☐ National Association of Realtors 38 ☐ National TV Log 128, 134, 182 ☐ Oak Communications 179 ☐ Otari 190 ☐ Panasonic 64-65 ☐ Paramount 31, 61-63 ☐ Post-Newsweek Productions 108-109, 119-122 ☐ SFM 191 ☐ Showtime 127 ☐ Sony 168-169 ☐ Spot Time Ltd. 28 ☐ Howard Stark 212 ☐ Joe Sullivan & Assocs. 97 ☐ T.A. Associates 227 ☐ TM Companies 139 ☐ TVS Corinthian 209 ☐ D.L. Taffner/Ltd. 162-163, 164-165 ☐ Tandem 83, 85, 87, 89, 91 ☐ Telepictures 36-37, 140-141 ☐ Edwin Tornberg 236 ☐ 20th Century Fox-TV 100-101 ☐ UA-TV 103-107, 159-161 ☐ Utility Tower 206 ☐ Viacom front cover/pages 27, 48-49, 67-69, 112-113, 130-131 ☐ WCCO-TV 147 ☐ WJZ-TV 44-45 ☐ Warner Brothers TV 24-25, 50, 95, 96 ☐ Weiss Global back cover ☐ Western Cities inside back cover ☐ Western Union 166-167 ☐ Westwood One 26 ☐ World Northal 210 ☐ World Wide Bingo 90 ☐ Worldvision inside front cover-page 18 ☐ Yongestreet 225 ☐ Xerox 203 ☐

Programing

Pilots in works lean to lighter side

DFS study shows comedy as major portion of new programs under development for fall season

Comedy shapes up as the dominant program type in development for the 1981-82 network television season, according to a study of pilots completed by Dancer Fitzgerald Sample, New York.

The study was prepared under the direction of Phil Burrell, the agency's TV programing vice president, and shows that comedy is the leading genre at two networks, CBS-TV (62%) and ABC (52%). At NBC, comedy accounted for 44% of its pilot development. At ABC, drama represented 29% and variety, 19% and at CBS, drama, 38% and variety, none. Drama nosed out comedy at NBC with 48% and variety amounted to 8%.

Burrell noted that "trends in pilot development are not necessarily indicative of the programs we'll see this fall." He said that ultimately networks may select only a few of the many comedy pilots they have in development but stressed that the pilot categories do reflect the networks' current priorities.

DFS listed a total of 85 pilots for the new season, down from 100 in 1980. ABC has ordered 22; CBS, 27 and NBC, 36. Burrell estimates that ABC will replace between five and six hours; CBS, between four and five-and-a-half hours, and NBC, six to seven hours.

Among the trends spotted in the DFS report: series inspired by successful motion pictures, including "Fame" (NBC), "Norma Rae" (NBC) and "Private Benjamin" (CBS) and several drawn from books—"Scruples" (ABC) and "Travis McGee" (ABC); series spotlighting star performers, including Angie Dickenson, Mickey Rooney, Tony Randall, Dick Van Dyke and Lorne Greene; a revival of *Maverick* to star James Garner, and serial drama in the *Dallas* mold dealing with the rich.

DFS said that NBC is expected to announce its fall schedule in mid-April and both CBS and ABC in late April.

The report struck one disconcerting note: the threat of a strike by the Writers Guild of America and the Directors Guild of America. DFS said scripts have been ordered for returning series, and production for those shows is expected to begin as early as April. The agency cautioned that new shows may not begin until after the tentative starting date of Sept. 14.

'M*A*S*H' leads in syndication survey

Of all syndicated series and specials, *M*A*S*H* earned the highest average rating—and across the dayparts, it was the leader in prime access, late night and weekday early fringe.

So the figures show in a Nielsen Station Index/Cassandra ranking of syndicated programing aired during November 1980. Cassandra, a computerized program analysis system, was acquired by NSI last year.

*M*A*S*H* was number one in November with an average 14.7 rating and 30 share in 174 markets. Next highest was *The Muppet Show* with a 13.9 rating/28 share in 137 markets, followed by *Evening Magazine* (13.5/24 in five markets), *Carter Country* (13.4/29 in 11 markets) and *P.M. Magazine* (including *Evening*—13.1/23 in 88 markets).

Prime-access leaders were *M*A*S*H* (16 rating in 116 markets), *Hee Haw* (16 rating in 118 markets), *P.M. Magazine* (15 rating in 84 markets), *Good Times* (15 rating in seven markets) and *The Muppet Show* (14 rating in 84 markets).

In other dayparts, *M*A*S*H* took weekday early fringe with an average 13 rating in 60 markets; weekday late night (10 rating in 33 markets) and weekend late night (8 rating in 12 markets). *Donahue* was the leader in Monday-to-Friday daytime with an average 7 rating in 179 markets. *Loretta Lynn* led in prime time with a 13 rating in six markets. *Batman* won weekend daytime with a 6 rating in six markets and *Hee Haw* scored best in weekend early fringe with a 13 rating in 35 markets.

The following lists show leaders in the NSI/Cassandra rankings: the top-50 syndication positions over-all; the top-25 in prime access and the top-10 in other dayparts.

Charts begin on page 178.

THIS WEEK ONLY, MEL TILLIS IS PLAYING AT THE HILTON. ADMISSION FREE.

He's on cassette in Multimedia's Hospitality Suite, 4344. (Think of it, nobody to tip for a good seat.) In fact, we'll give *you* a tip. Mel Tillis hosts Multimedia's fabulous "Country Galaxy of Stars." One of four specials, packed with names like Eddie Rabbit, Lynn Anderson and the Oak Ridge Boys.

multimedia

Multimedia Program Productions, Inc., 140 W. Ninth Street, Cincinnati, OH 45202.
A Jim Owens Production in association with Multimedia Program Productions, Inc.

NCI/Cassandra November 1980 Syndicated Programs

Rank	*Mktg*	*Rtg*	*Shr*	*Cvg*
1. M*A*S*H	174	14.7	30	95.1
2. Muppet Show	137	13.9	28	86.2
3. Evening Magazine	5	13.5	24	10.4
4. Carter Country	11	13.4	29	3.4
5. PM Magazine (includes Evening)	88	13.1	23	76.8
6. Loretta Lynn	9	13.0	24	3.8
7. Family Feud PM	101	12.9	22	76.4
8. Eyes of Texas	5	12.7	27	2.6
9. Hee Haw	180	11.0	23	90.6
9. Tic Tac Dough	120	11.0	20	80.9
11. Condominium	24	10.8	19	26.3
11. Happy Days	146	10.8	24	88.6
13. Pink Panther	39	10.1	21	30.0
14. Cross Wits	20	9.6	20	9.4
15. Lawrence Welk Show	180	9.5	19	94.1
16. Barney Miller	55	9.3	19	49.7
17. Sanford and Son	103	9.2	19	69.2
18. Dance Fever	51	9.0	19	56.5
19. All in the Family	88	8.9	19	69.8
20. Joker's Wild	89	8.6	17	67.7
21. Welcome Back Kotter	50	8.4	17	53.8
22. Fight Back	25	8.3	17	27.1
23. Good Times	54	8.2	19	54.0
24. PM Magazine Special	9	7.9	13	7.3
25. Snoopy on Ice	6	7.7	14	15.1

Rank	*Mkt*	*Rtg*	*Shr*	*Cvg*
26. Bart Starr	6	7.3	19	1.9
27. Bear Bryant	5	7.2	24	1.8
27. In Search of . . .	63	7.2	15	63.8
29. Bullseye	31	7.0	15	32.2
30. Devil & Daniel Mouse	34	6.9	14	17.1
30. Donahue	180	6.9	34	97.5
30. Sha-Na-Na	134	6.9	17	81.0
30. Wonder Woman	14	6.9	14	20.9
34. Kung Fu	38	6.8	16	36.2
35. Body Works	7	6.7	13	5.0
35. Teletone News	5	6.7	14	21.8
37. Name That Tune	24	6.6	13	26.9
37. When Havoc Struck	6	6.6	28	1.8
39. Agronsky and Company	6	6.5	22	6.4
39. How the West Was Won	5	6.5	15	2.7
39. Match Game PM	31	6.5	19	41.7
42. Starsky and Hutch	36	6.4	17	36.9
43. NFL Symfunny	31	6.0	15	25.6
43. Star Trek	91	6.0	17	71.2
43. Tom and Jerry	100	6.0	21	77.0
43. What's Happening	36	6.0	14	39.0
47. Merv Griffin	70	5.9	16	54.0
47. Solid Gold	152	5.9	15	91.5
49. Jim Rockford	78	5.8	18	67.6
50. Face the Music	39	5.7	13	43.2
50. Gilligan's Island	86	5.7	21	62.6

THIS WEEK ONLY, EDDIE RABBIT IS PLAYING AT THE HILTON. ADMISSION FREE.

He's on cassette in Multimedia's Hospitality Suite, 4344. (Think of it, nobody to tip for a good seat.) In fact, we'll give *you* a tip. Eddie Rabbit performs with the biggest country artists in the business on our glittering "Country Galaxy of Stars—with Mel Tillis." One of four huge specials capitalizing on America's country music explosion. Catch our acts!

multimedia

Multimedia Program Productions, Inc., 140 W. Ninth Street, Cincinnati, OH 45202.
A Jim Owens Production in association with Multimedia Program Productions, Inc.

Prime Access (7-8 p.m. NYT) Monday-Saturday

Rank	*Program*	*Mkt*	*Rtg*
1.	M*A*S*H	116	16
2.	Hee Haw!	118	16
3.	PM Magazine	84	15
4.	Good Times	7	15
5.	Muppet Show	84	14
6.	Cross Wits	8	14
7.	Happy Days	50	14
8.	Evening Magazine	5	14
9.	Tic Tac Dough	104	13
10.	Family Feud PM	96	13
10.	Lawrence Welk Show	103	13
12.	Dance Fever	29	12
13.	New Newlywed Game	9	12
14.	Joker's Wild	50	11
14.	Welcome Back Kotter	14	11
16.	Barney Miller	28	11
17.	Pink Panther	17	10
18.	Hollywood Squares	38	10
19.	All in the Family	45	9
20.	Wild Kingdom	23	9
21.	In Search of . . .	21	9
22.	Solid Gold	51	9
23.	Carol Burnett & Friends	6	9
24.	Match Game PM	15	9
25.	Bullseye	12	9
25.	Fight Back	8	9
25.	Sha-Na-Na	44	9

Monday-Friday Daytime

Rank	*Program*	*Mkt*	*Rtg*
1.	Donahue	179	7
2.	Joker's Wild	9	6
3.	New Newlywed Game	5	6
4.	Bob Braun	7	4

TV Log Promotes Prime Access

7:29
❺—New York State Lottery

7:30
②⑤—M.A.S.H
③—To Tell The Truth

20 THE #1 ANSWER
★ FAMILY FEUD!!
(ADV.)

⑥⓴—Family Feud
⑨⓯—All In The Family
⑩—Tic Tac Dough
⑬❾—Face The Music
33—Dick Cavett

TV Log promotes prime access programing in prime space, the TV listings of local newspapers. There's no section of the paper that gets more attention than those listings, and there's no listings that gets more attention than your TV Log boldface ad.

Write or phone for more information

New York
200 Park Ave. 212/687-0660
Chicago
One East Wacker 312/644-1655
Los Angeles
1717 N. Highland 213/466-5375

TV LOG

Rank	Program	Mkt	Rtg
4.	Scooby Doo	10	4
6.	Match Game PM	6	4
7.	Flintstones	27	4
8.	Charlie Rose	6	4
9.	Hour Magazine	43	4
9.	Town and Country	5	4

Monday-Friday Early Fringe

Rank	Program	Mkt	Rtg
1.	M*A*S*H	60	13
2.	Cross Wits	7	11
3.	Sanford and Son	51	10
4.	Happy Days	98	10
5.	Carter Country	6	9
6.	Gunsmoke	10	9
7.	All in the Family	32	9
7.	Barney Miller	22	9
9.	Hour Magazine	42	8
10.	Andy Griffith	37	8
10.	Hogan's Heroes	28	8
10.	Jim Rockford	30	8

Prime Time

Rank	Program	Mkt	Rtg
1.	Loretta Lynn	6	13
2.	Muppet Show	5	11
3.	Condominium	24	11
4.	Grizzly Adams	5	10
5.	PM Magazine Special	8	8
6.	Mom, the Wolfman and Me	11	7
7.	Benny Hill Show	6	7
8.	M*A*S*H	11	6
9.	All in the Family	7	5
10.	Best of Ed Sullivan	29	5

Monday-Friday Late Night

Rank	Program	Mkt	Rtg
1.	M*A*S*H	33	10
2.	All in the Family	8	8
3.	Carol Burnett & Friends	13	5
4.	Jim Rockford	19	4
5.	Maude	7	4
6.	Benny Hill Show	25	4
6.	Kojak	6	4
8.	Bob Newhart Show	12	4
9.	Sanford and Son	7	4
10.	Prisoner Cell Block H	14	3

Weekend Daytime

Rank	Program	Mkt	Rtg
1.	Batman	6	6
2.	Gilligan's Island	17	5
3.	Vince Dooley	7	5
4.	Bewitched	13	5
4.	Flintstones	30	5
6.	I Love Lucy	9	5
7.	Daffy Duck & Porky Pig	9	5
7.	Star Trek	24	5
9.	John Wayne Theatre	5	5
10.	I Dream of Jeannie	5	5
10.	Little Rascals	34	5

Weekend Early Fringe

Rank	Program	Mkt	Rtg
1.	Hee Haw!	35	13
2.	Muppet Show	47	12
3.	Pink Panther	17	11
4.	Good Times	5	10
5.	Fight Back	12	9
6.	Welcome Back Kotter	6	9
7.	Lawrence Welk Show	47	8
8.	M*A*S*H	11	8
9.	Dance Fever	6	8
10.	Porter Wagoner	14	8

Weekend Late Night

Rank	Program	Mkt	Rtg
1.	M*A*S*H	12	5
2.	Hee Haw!	8	5
3.	All in the Family	5	5
3.	Benny Hill Show	26	5
5.	Gunsmoke	23	5
6.	Ironside	8	5
6.	Mary Tyler Moore	10	5
8.	Odd Couple	6	5
8.	Sha-Na-Na	36	5
10.	Star Trek	17	4

*Program averages are weighted by market universe
**Programs may be tied in rating but have different ranks due to rounding of ratings figures.

CTN's high-power plans for its low-power chain

Company has been promoting new TV stations as outlets for its black and news programs; it has applied for 15 LPTV's and will lease some time to Golden West for STV operation

Community Television Network was one of the first companies to see the potential of low-power television. Back in the spring of 1980, it applied for 10 translators and permission to originate STV and other programing on them. CTN's plan was to lease the prime-time hours of the 10 stations and four affiliated (owned by other groups or individuals) stations to Golden West Broadcasters, which would use them as outlets for its subscription television service. CTN would use the income from Golden West to subsidize the production of black-oriented programing, including a live half-hour news show, that would be shown during the stations' non-STV hours and on any other station—low-power or full-service—that was willing to pay for it.

To develop a market for CTN's programing, Booker Wade, Sam Cooper and Jim Winston, CTN's three principals, who quit their jobs as FCC staffers to form CTN, have been busy over the past year encouraging friends and friends of friends to apply for translators. "We've been out beating the bushes to get them to apply and to get them to affiliate with [CTN]," Wade said. As a result of their efforts, approximately 23 people have applied for approximately 80 channels.

All the applications have been put

together by Hope Smith, Wade's secretary and one of the first to file an application on his advice. Smith has coordinated the legal and engineering work, found transmitter sites, inserted public notices of the applications in local papers and submitted the applications to the FCC. Smith has also made sure the applicants did not file for stations in the same market. Smith said each of the applicants has paid her about $2,500 for the work.

Most of the applicants have applied for translators to rebroadcast either of two black-owned, full-service stations, KSTS(TV) San Jose, Calif., and WRBV(TV) Vineland, N.J. By rebroadcasting those stations they will be receiving CTN programing second hand. Both have agreed to carry some CTN programing, Wade said. Since the translators would not be required to rebroadcast all the full-service programing, Wade said he must get assurances from the translator licensees that they will carry the CTN fare.

Wade also noted that KSTS and WRBV plan to carry STV at night, which none of the applicants plan to rebroadcast. That will leave plenty of premium hours that CTN will be happy to fill. An even greater demand for programing will be created by the handful of applicants who opted for low-power status (unlimited program origination) at CTN's prompting.

CTN's future market is by no means limited to the applications filed. As the programing evolves, Wade intends to sell it to major-market, full-service stations and to other low-power stations searching for programing. The programing will be delivered by satellite and by videotape, Wade said.

Wade also hopes that some low-power stations, including those applied for by Smith, will see fit to rebroadcast one of the CTN owned-and-operated stations.

The centerpiece of the CTN programing will be a half-hour newscast. Wade said CTN expects to put a major portion of the $4.1 million CTN will receive annually from Golden West into the show. Unlike most of CTN's programing, which will be delivered by tape, the news will be distributed by satellite with one hour of transponder time provided daily by Golden West as part of the STV agreement. News affiliates will have the option of broadcasting the news live or taping it for replay later.

Neither of the stations that Smith's applicants propose to rebroadcast is on the air yet, but both soon will be. John Rohrbach, general manager of KSTS, said his station will be ready to go in mid-April, but that problems with the STV supplier might delay the turn-on date to some time in May or June. An attorney for WRBV said that station expects to be on the air by the end of April.

THIS WEEK ONLY, BELLA ABZUG IS SPEAKING AT THE HILTON. ADMISSION FREE.

Bella appears on cassette in a One Time Only Special, "Women USA!"—a compelling series on women outside the home. In another special, an entertainment program, talented Gwen Conley plays hostess to top-name guest stars. Catch our acts in Multimedia's Hospitality Suite, 4344.

multimedia

Multimedia Program Productions, Inc., 140 W. Ninth Street, Cincinnati, OH 45202.

Ratings Roundup

While CBS-TV racked up another easy victory for the prime-time week ended March 8, both ABC-TV and NBC-TV schedules brought ratings trouble—with the latter's particularly severe.

During the week, CBS averaged a 19.6 rating and 31 share, carrying seven of the top-10 rated shows and half of the top-20. ABC's lineup earned only a 17.3/27 and NBC's even less, a 15.8/25. The networks had clearance problems from Mobil's syndicated *Churchill and the Generals* and from college basketball deflating numbers from Thursday to Saturday. On Thursday, NBC particularly was hurt, reporting 30 stations in the top-50 markets lost to *Churchill*, while the other networks lost less than 10 a piece. On Saturday in fact, network shares totaled less than 80. Yet there were network winners and network losers.

While ABC was competitively strong on Monday, Tuesday and Saturday, the lineups on Thursday, Friday and Sunday scuttled that momentum. ABC lost big with long-form as Friday's *Long Journey Back* brought a 13.8/23 and Sunday's three-hour "The Deep" earned a 15.5/24.

At NBC, the network showed strength on most days from 8 to 9 p.m., with *Little House on the Prairie, Real People, Barbara Mandrell* and *CHiPs* all earning 30 shares or above.

At CBS, Friday was a stronghold even without *Dallas*. Back-to-back *Dukes of Hazzard* episodes brought a 25.5/42 and a 23.4/41 respectively from 9 to 11 p.m. And on Sunday, the CBS regular schedule beat reruns of both ABC's "The Deep" and NBC's "American Graffiti."

The First 20

1.	*M*A*S*H*	CBS	27.4/40
2.	*60 Minutes*	CBS	26.7/43
3.	*Dukes of Hazzard*	CBS	25.5/42
4.	*Alice*	CBS	25.4/37
5.	*Little House on the Prairie*	NBC	25.2/36
6.	*The Jeffersons*	CBS	24.9/37
7.	*Love Boat*	ABC	23.7/39
8.	*House Calls*	CBS	23.7/36
9.	*Happy Days*	ABC	23.5/35
10.	*Dukes of Hazzard* (special episode 10-11 p.m. Friday)	CBS	23.4/41
11.	*Trapper John, M.D.*	CBS	23.3/38
12.	*Three's Company*	ABC	22.7/33
13.	*People's Choice Awards* (special)	CBS	22.4/35
14.	*Laverne & Shirley*	ABC	22.3/33
15.	*Real People*	NBC	22.0/33
16.	*Hart To Hart*	ABC	21.9/35
17.	*CHiPS*	NBC	21.8/33
18.	*The Pride of Jesse Hallam* (made-for-TV movie)	CBS	21.4/33
19.	*Diff'rent Strokes*	NBC	21.4/33
20.	*That's Incredible*	ABC	21.4/30

The Final Five

61.	*I'm A Big Girl Now*	ABC	12.0/20
62.	*Nero Wolfe*	NBC	11.4/19
63.	*Death Ray 2000* (made-for-TV movie)	NBC	11.2/18
64.	"First Love" (theatrical movie)	CBS	10.3/18
65.	*NBC Magazine*	NBC	10.0/17

of license from Horizons Communications Co. to Island Broadcasting Co. for $3,805,000. Seller: Jerome R. Feniger (18.89%) and 21 others. They also own WRIV(AM) Riverhead, N.Y. Buyer: Arthur Kern (51%), Alan Beck (34%) and Kenneth Van Kohorn (15%). Kern is vice president and general manager of Westinghouse Broadcasting Co.'s KPIX(TV) San Francisco. Beck is vice president and general manager of WLIF(FM) Baltimore. Von Kohorn is Westport, Conn., investment counselor. They have no other broadcast interests. Action March 3.

■ WGIV(AM) Charlotte, N.C. (AM: 1600 khz, 1 kw-D, 500 w-N)—Granted assignment of license from New GIV Inc. to Harris Communications Corp. for $1.75 million. Seller: Broadcast Enterprises National which is owned principally by Ragan Henry. Seller is group owner of five AM's, two FM's and one TV. Buyer: Garfield B. Harris (60%) and Michael A. Mullock (40%). They own Camden, N.J. lumber business and Philadelphia construction company. Harris and wife, Viola, jointly own 1.07% of BENI (worth $12,500) which will go toward purchase of station. Mullock has no other broadcast interests. Action Feb. 18.

■ WCDJ(AM) Edenton, N.C. (AM: 1260 khz, 1 kw-D)—granted transfer of control of Albemarle Radio Corp. from Terry H. Jones (100% before; none after) to Edenton Broadcasting Corp. (none before; 100% after). Consideration: $302,388. Seller: Jones has no other broadcast interests. Buyer: Robert Lee (51%), John W. Baggett Jr. and Issac Ruffin Self III (24.5% each). Three are associated with Tarheel Bank & Trust Co., Gatesville, N.C. They have no other broadcast interests. Action Feb. 18.

■ WDEH-AM-FM Sweetwater, Tenn. (AM: 800 khz, 1 kw-D; FM: 95.3 mhz, 2.5 kw)—Granted transfer of control of Sweetwater Radio Inc. from Robert L. Sherlin (66 2/3% before; none after) to Athens Outlet Store (33 1/3% before; 100% after). Consideration: $210,000. Seller: Sherlin has no other broadcast interests. Buyer: M.D. Goodfriend (96%) and wife Shirley (4%). Goodfriend owns Sweetwater general merchandise store. Shirley is housewife. They have no other broadcast interests. Action Feb. 26.

Facilities Changes

Applications

■ WTTO(TV) Homewood, Ala.—Seeks modification of CP to change ERP to vis. 1042 kw, aur. 104.2 kw; change HAAT to 1343 feet; TL to top of Red Mountain, Birmingham, Ala.; SL to 2021 Golden Crest Drive, Birmingham; type trans. and type antenna. Ann. March 5.

■ KSTK(FM) Wrangell, Alaska—Seeks CP to make changes in ant. sys.; change TL & SL to: Cemetery Point, one mile south of downtown Wrangell; decrease HAAT: −183' (H&V) & change TPO. Ann. Mar. 5.

■ WDUV(FM) Bradenton, Fla.—Seeks CP to change TL to: .15 miles N-NW of corner of 33rd St. & 8th Ave., Memphis, Fla.; HAAT: 576' (H&V) & change TPO. Ann. March 5.

■ KIEE(FM) Harrisonville, Mo.—Seeks CP to install new aux., ant. at main TL, to be operated on: ERP: 72.16 kw (H&V); HAAT: 614' (H&V); change type trans.; & change TPO (for aux. purposes only). Ann. March 5.

■ KADI-FM St. Louis, Mo.—Seeks mod. of CP to make changes in ant. sys.; change type ant.; decrease HAAT: 552' (H&V) and change TPO. Ann. March 5.

■ WBZI(FM) Xenia, Ohio—Seeks CP to mount stand-by ant. on existing ant. for emergency purposes, to be operated on: ERP: .92 kw (H&V); HAAT: 270' (H&V); use old trans. as standby unit & change TPO. Ann. March 5.

■ WSHH(FM) Pittsburgh, Pa.—Seeks mod. of CP to make changes in ant. sys.; decrease ERP: 18.6 kw (H&V); increase HAAT 523' (H&V) & change TPO (for aux. purposes only). Ann. March 5.

■ WASL(FM) Dyersburg, Tenn.—Seeks CP to make changes in ant. sys.; change type ant. change SL & RCTO: 1404 N. St. John Avenue, Dyersburg; increase HAAT: 300' (H&V) & change TPO. Ann. March 5.

■ KBCB(FM) Corpus Christi, Tex.—Seeks mod. of CP to make changes in ant. sys.; type ant.; change type trans.; increase HAAT: 931' (H&V) and change TPO. Ann. March 5.

Actions

■ KMJX(FM) Conway, Ark.—Granted request for waiver of section 73.1201 (b)(2) of the Rules to identify as Conway-Little Rock, Ark. Action Feb. 18.

■ KWOD(FM) Scaramento, Calif.—Granted CP to increase ant. height to 500 ft. (H&V): change SL & RC to 401 Watt Avenue, Sacramento, and change TPO (BPH-800623AE). Action Feb. 25.

■ KSFO(AM) San Francisco, Calif.—Granted CP to Augmented Standard Nighttime Radiation Pattern; conditions (BP-800623AL). Action Feb. 19.

■ WJOE(AM) Port St. Joe, Fla.—Granted CP to make changes in ant. sys.; change TL to 0.45 mile S of Port St. Joe on Long Avenue, extension, Port St. Joe; increase height of tower to 550 ft. to support FM ant.; conditions (BP-800918AH). Action Feb. 24.

■ WCLL(FM) Chillicothe, Ill.—Granted CP to change TL to 1104 N. Second Street, Chillicothe; install auxiliary ant. at TL to be operated on ERP 1.3 kw (H), ant. height −70 ft. (H) (BPH-801015AI). Action Feb. 25.

■ *WBCL(FM) Fort Wayne, Ind.—Granted CP to make changes in ant. sys.; change trans. to Butler Road, West of Hillegas Road, Fort Wayne; change type ant. decrease ERP 40 kw (H&V), increase ant. height 460 ft. (H&V), and change TPO (BPED-801114AI). Action Feb. 25.

■ WKZE(AM) Orleans, Mass.—Granted CP to increase height of northwest tower to support WKZE-FM ant. (BP-800606AF). Action Feb. 17.

■ *KNPR(FM) Las Vegas, Nev.—Granted CP to make changes in ant. sys.; locate RC at 6401 Boulder Highway, Las Vegas,; increase ant. height 1580 ft. (H&V) and change TPO (BPED-800729AQ). Action Feb. 17.

■ WTHE(AM) Mineola, NY.—Granted CP to make changes in ant. sys.; change TL to 150 ft. E. of the termination of 2nd St. and Liberty Avenue, Mineola; and change type trans. (BP-801216AL). Action Feb. 19.

■ WWRL(AM) New York, N.Y.—Dismissed application for CP to move TS to River Road, Edgewater, and change ant. sys. and type trans. (BP-20,972). Action Feb. 6.

■ KGVE(FM) Grove, Okla.—Granted modification of CP to make changes in ant. sys.; change type trans. and ant. and change TPO (BMP-801014AT). Action Feb. 25.

■ WZZD(AM) Philadelphia, Pa.—Granted CP to add MEOV's to the N pattern; (BP-800605AD). Action Feb. 19.

■ WGXL(FM) Laurens, S.C.—Granted CP to make changes in ant. sys.; change type ant., increase ant. height 1280 ft. (H&V) and change TPO (BPH-800821AE). Action Feb. 17.

■ *WCSO Signal Mountain, Tenn.—Granted modification of CP to make changes in ant. sys.; locate studio and RC at 4501 Amnicola Highway, Chattanooga; change type trans. and ant. and change TPO; conditions (BMPED-801016AG). Action Feb. 19.

■ KNUS(FM) Dallas, Tex.—Granted request for waiver of section 73.1201 (b)(2) of the Rules to identify as "Dallas-Fort Worth, Tex." Action Feb. 18.

■ KYOT(FM) Refugia, Tex.—Granted request for wiaver of section 73.1201 (B)(2) of the Rules to identify as "KYOT-Refugia, Rockport-Fulton, Tex." Action Feb. 18.

■ *WMUL(FM) Huntington, W.Va.—Granted modification of CP to make changes in ant. sys. and increase ant. height −55 ft. (H&B) (BMPED-801208AO). Action Feb. 19.

Allocations

■ Anchorage, Alaska—Assigned 106.5 mhz to Anchorage as its seventh FM assignment, effective April 20 (BC Doc. 80-281). Action Feb. 19.

■ Eagle River and Anchorage, Alaska—In response to petition by Lynn Blair proposed following alternate assignment plans: assignment of 107.5 mhz to Anchorage as its eighth FM assignment; (2) assignment of ch. 298 to Eagle River as its first FM assignment; (3) assignment of 104.9 mhz to Eagle River, comments due April 27, replies May 18 (BC Doc. 81-109). Action Feb. 24.

■ Springdale, Ark. and Washburn, Mo.—Assigned 95.3 mhz to Washburn in response to request from William Carney; denied separate request to assign ch. 237A to Springdale by Robert R. Estes, effective April 27 (BC Doc. 80-177). Action Feb. 24.

■ Mountain Home and Marshall, Ark.; and Thayer Mo.—Granted to limited extent petition by Mountain Valley Broadcasters Inc. for reconsideration of assignment of 105.5 mhz to Mountain Home as its second FM assignment; proposed the following alternate assignment plans: (1) substitution of 104.3 mhz and 107.5 mhz for 98.3 mhz and ch. 288A, respectively, at Mountain Home, assignment of ch. 288A to Marshall as its first FM assignment and substitution of 99.3 mhz for 107.1 mhz at Thayer; of assignment of 104.3 mhz to Marchall; ordered the license of KTLO-FM Mountain Home, to show cause why its license for ch. 252A should not be modified to specify ch. 282 at Mountain Home, if proposed Plan 1 is adopted, comments due April 20, replies May 11 (BC Doc. 79-155). Action Feb. 19.

■ Corning, Calif.—Assigned 100.7 mhz to Corning as its first FM assignment, effective April 20 (BC Doc. 80-203). Action Feb. 20.

■ Eureka, Calif.—Assigned 101.5 mhz to Eureka as its third FM assignment, effective April 20 (BC Doc. 80-248). Action Feb. 20.

■ Marshall and Robinson, Ill. and Loogootee, Ind.—Assigned 94.3 mhz to Loogootee as its first FM assignment, effective April 27 (BC Doc. 80-74). Action Feb. 24.

■ Petersburg, Ind.—Assigned 102.3 mhz to Petersburg as its first FM assignment, effective April 20 (BC Doc. 80-280). Action Feb. 20.

■ Tioga and Boyce, both Louisiana—In response to petition by Loren Yadon proposed assigning 98.3 mhz to Tioga as its first FM assignment, and substitution of 102.3 mhz for ch. 252A at Boyce, comments due April 20, replies May 11 (BC Doc. 81-100). Action Feb. 20.

■ Auburn, Me.—Substituted 99.9 mhz for 100.1 mhz

Summary of broadcasting

FCC tabulations as of Jan. 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,589	3	7	4,599	106	4,705
Commercial FM	3,291	2	4	3,297	150	3,447
Educational FM	1,091	0	5	1,096	70	1,166
Total Radio	8,971	5	16	8,992	326	9,318
Commercial TV						
VHF	519	1	0	520	8	528
UHF	236	0	0	236	94	330
Educational TV						
VHF	101	1	4	106	6	112
UHF	156	2	4	162	16	178
Total TV	1,012	4	8	1,024	124	1,148
FM Translators	347	0	0	347	216	563
TV Translators						
UHF	2,578	0	0	2,578	252	2,830
VHF	1,392	0	0	1,392	492	1,884

*Special temporary authorization

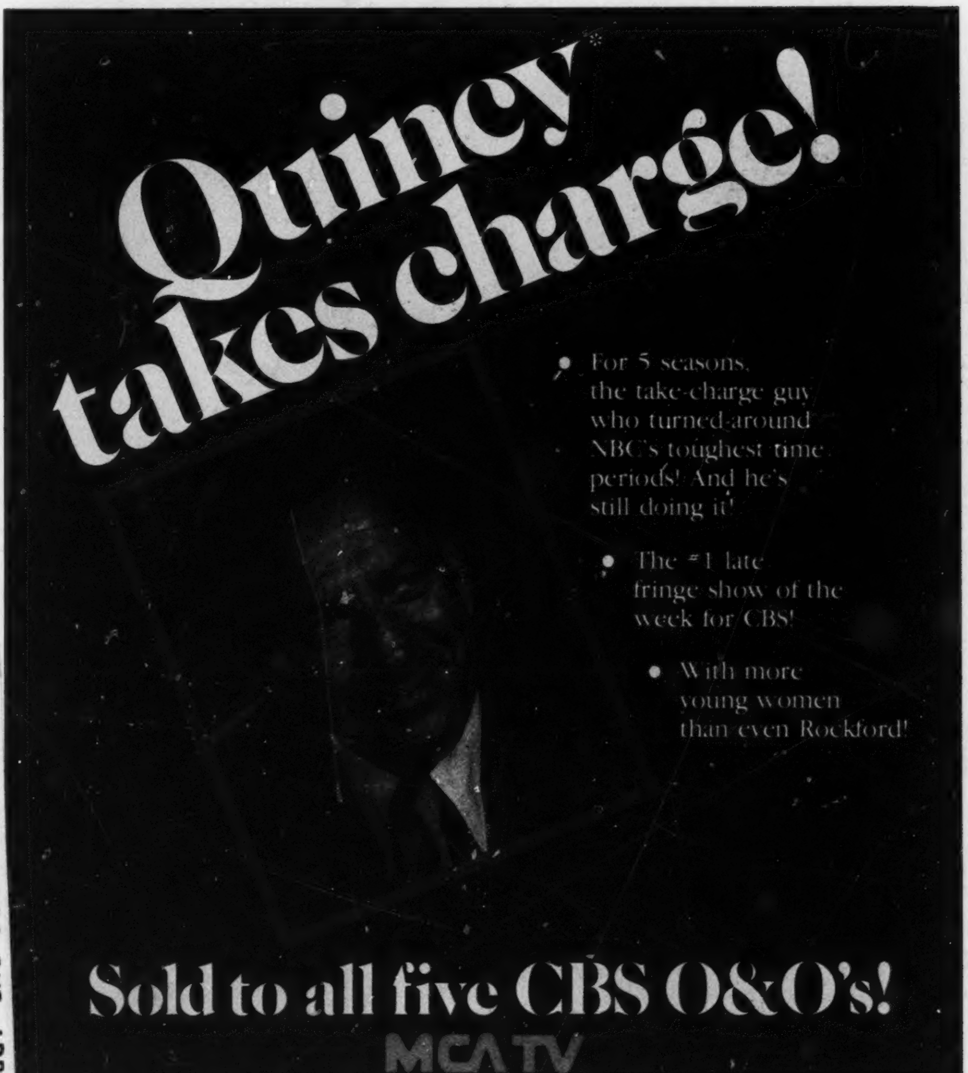
**Includes off-air licenses

A stunner for NATPE in New York
Country radio makes headlines in Nashville

Broadcasting Mar 23

The News Magazine of the Fifth Estate □ Vol. 100 No. 12 Our 50th Year □ 1981

3/23/81 C 1750-1 U-


Quincy* takes charge!
For 5 seasons, the take-charge guy who turned around NBC's toughest time periods! And he's still doing it!
The #1 late fringe show of the week for CBS!
With more young women than even Rockford!
Sold to all five CBS O&O's!
MCA TV

*Quincy or another appropriate title.
(c) 1981. Universal City Studios, Inc. All rights reserved. Source: NTI February 1976-January 1981. All data subject to survey limitations.

20014KENNEP2098 ZWZ APR/81
J P KENNEDY
CIS ##SAMPLE
4520 EAST WEST HWY
SUITE 800
WASHINGTON DC 20014
NEWSPAPER

The First 50 Years Of Broadcasting
1953
□
PAGE 101

Broadcasting ▨ **Mar 23**

The Week in Brief

TOP OF THE WEEK

NATPE'S EXPANDING UNIVERSE ☐ For first time at major broadcasting conference, cable television is embraced as full working partner, and international participation is up dramatically. Screening center concept is introduced and draws rave reviews. **PAGE 27.**

HOLD BUTTON FOR ROSSLYN ☐ FCC votes to wait for Fowler before deciding on move. **PAGE 29.**

DIGGING IN ☐ FCC begins winnowing out thousands of translator and low-power TV applications. **PAGE 29.**

DIMENSIONS OF A NEW CHAIRMAN ☐ Mark Fowler is holding his counsel on much of his plans for the FCC, but it is sure to include sea of change and pro-business bent. **PAGE 30.**

VHF STATION SWAP ☐ Multimedia gets KSDK St. Louis for its WXII Winston-Salem, N.C., and WFBC-TV Greenville, S.C., plus $8.5 million. **PAGE 32.**

CPB WINS AND LOSES ☐ Senate Budget Committee declines to go along with budget cut for public broadcasting organization. CPB President Fleming announces retirement. **PAGE 32.**

SPECIAL REPORT

NATPE: GAVEL TO GAVEL ☐ Keynoter Bennett warns station survival depends on increased local production. **PAGE 33.** Upswing in barter, reality and off-network turns up in marketplace; sales activity reflects softer economy. **PAGE 37.** Conventional TV is put on notice that new media will be offering stiffer competition. **PAGE 40.** Panel of ad agency executives examines such issues as cost, new technologies and censorship. **PAGE 42.** NATPE luncheon session veers from sex and morality to advertiser boycotts; ACT's Charren discloses countercampaign against Moral Majority. **PAGE 46.** ABC, CBS and NBC affiliate sessions assess programing status and what's in the offing. **PAGE 50, 53 and 54.** Foreign TV distributors told of expanding buying role by U.S. **PAGE 61.** Independents' session concentrates on ways to combat rising costs. **PAGE 62.** PBS affiliates discuss setbacks. **PAGE 62.** NATPE schooled on low-power TV. **PAGE 68.** Enhancing peace between sales and programing. **PAGE 70.** Seeking harmony between news and programing departments. **PAGE 72.** Accurate head count for pay TV remains elusive. **PAGE 76.** NATPE hands out its Iris awards. **PAGE 80.**

PROGRAMING

TEMPO UP IN NASHVILLE ☐ Biggest-ever Country Radio Seminar and influx of programers prompt organizers to create new group for expanded activity. **PAGE 82.** Delegates are reminded of strength in country radio's numbers. **PAGE 83.** Some financial tips on station acquisition. **PAGE 83.** Some programing tips for daytimers. **PAGE 84.**

BUSINESS

INCENTIVE FOR WYMAN ☐ CBS proxy statement confirms that president received $1 million "inducement" to join company last May, in addition to $656,777 remuneration. **PAGE 87.**

MEDIA

FORT WORTH BRASS RING ☐ Sammons Communications gets nod for cable franchise that will cost approximately $50 million. **PAGE 88.**

LAW & REGULATION

FACE LIFT ☐ Goldwater bill would reshape public broadcasting by weaning stations from CPB funding and by encouraging CPB to experiment in other media. **PAGE 93.**

1953

THE 'BROADCASTING' YEARS ☐ ABC and United Paramount Theaters merged, and the FCC approved compatible color standards for TV. The commission pumped out nearly 300 new television grants. Also, Pat Weaver became NBC president, and Robert E. Lee joined the FCC. **PAGE 101.**

PROFILE

PEACOCK PRIDE ☐ Brandon Tartikoff doesn't dwell on his quick ascent up the ladder to the presidency of NBC Entertainment. His greater concern is that he be part of the team that takes NBC-TV to number-one in ratings. **PAGE 127.**

Index to departments

Bottom Line 88
Business Briefly 8
Changing Hands 90
Closed Circuit 7
Datebook 14
Editorials 130
Fates & Fortunes 123
For the Record 106
Intermedia 92
Monday Memo 22
Monitor 85
Open Mike 19
Stock Index 86
Washington Watch 98

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $30 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ ABC Radio Network 43 ☐ ABC Television Network 51 ☐ AMOCO BC ☐ Accuracy in Media 83 ☐ American Image 72 ☐ American Petroleum Institute 124 ☐ BMI 60 ☐ Back to God 94 ☐ Blackburn & Co. 90 ☐ Bridal Fair 85 ☐ Broadcast Electronics 68 ☐ Cetec 10 ☐ Chamber of Commerce 75 ☐ Continental Electronics 74, 84, 93, 123 ☐ R.C. Crisler 80 ☐ Fetzer Stations 100 ☐ Grass Valley 4 ☐ Group W Productions 53, 61, 69, 77, 87, 89, 95, 97 ☐ Harris 15, 55 ☐ Home Theater Network 78 ☐ Ikegami 65 ☐ Insurance Institute 52 ☐ Katz 47 ☐ Lotus Reps 71 ☐ MCA-TV Front Cover, 6, 26 ☐ Midstate Computing Services 81 ☐ Midwest Corporation 79 ☐ Mobil 73 ☐ National TV Log 14, 45, 76 ☐ Paramount 23-25 ☐ RKO Radio Inside Back Cover ☐ Cecil L. Richards 91 ☐ SIN 36 ☐ Station Business Systems 70 ☐ Storer 16-17 ☐ TA Associates 92 ☐ TM Productions 39 ☐ TM Programing 48-49 ☐ TM Special Projects 9, 57 ☐ 20th Century-Fox TV 20-21 ☐ Viacom Inside Front Cover/Pages 3, 12-13, 66-67 ☐ WBBM-TV 44 ☐ WOR-TV 41 ☐ Warner Amex 63 ☐ Warner Brothers 11, 35 ☐ Western Union 58-59 ☐ Westwood One 8 ☐ Youngs, Walker & Co. 88 ☐

ability to manage, according to panelists at a session, "How To Buy a Radio Station," moderated by Lee Masters, vice president, general manager, KLOZ(FM) El Paso.

Seller financing, if available, is most desirable, according to panelist Richard Churchill, T/A Associates, a venture capital firm. "Banks are only looking for blue-chip deals, and they aren't interested in turn-around ventures," he said.

Fewer than 10 venture capital firms actively look at broadcast deals, according to Churchill, and when they invest, "they want a 25% to 40% return on their money." They are not afraid, he said, of financing 100% of a broadcast deal, if it has the right ingredients, and they'll agree to terms allowing a broadcaster to assume full ownership once he's on his feet. "That allows us more liquidity," he said.

Two necessary ingredients are a market with potential for growth and a reasonably good facility, according to Churchill, but far more important than these is a good management team. "We look for someone with a track record, preferably in a turn-around situation," he said. Venture capital firms shy away from backing construction of new facilities and they aren't interested in financing "disk jockeys or program directors with the newest answer to saving rock radio."

According to panelist Richard Ferguson, president of newly formed Katz Broadcasting, "There's more serious money out there looking for good broadcast investments than receivers." Because broadcasting is management rather than capital intensive, the right management team can secure 100% financing from a venture capital firm.

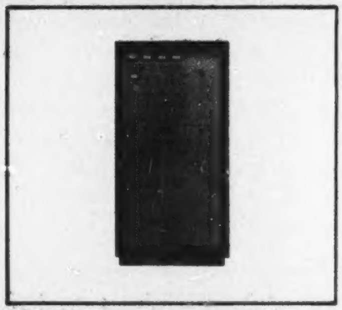
How can a broadcaster build such a team? "Take a hard look at yourself," he said. "Assess your strengths and weaknesses and talk to people in the business who will be honest and offer constructive criticism."

Next, he said, "make career moves to stations where you can learn what you need to know and start to build your team by finding a program director and sales manager with whom you can work." If possible, Ferguson recommends giving the team a dry run at someone else's station, preferably one that needs turning around.

"Once you've established your track record," said Ferguson, "find a venture capital firm and get to know them. If you don't have a station in mind, they may be able to find you one."

For the small-market deals in which venture capital firms may not be interested, Ferguson recommended that a broadcaster "pitch" his local businessmen. "We gave 45% of our company to an investor group," he said, "but they found us $3 million to start our company."

NOW!
CONTINENTAL'S
2.5 KW FM



High Performance 2.5 kW transmitter uses field-proven exciter; delivers clean crisp signal; has automatic filament voltage regulation, power control; is suitable for unattended operation; is solid-state except for one tube in final amplifier; provides efficient, cost-effective operation.

Write for brochure on 814R-1
Continental Electronics Mfg. Co.
Box 270879 Dallas, TX 75227
(214) 381-7161

Continental Electronics
Co.

Daytimers hear ways to compete with full timers: strong morning personalities and promotions, carriage on local cable systems, presence at nighttime events; for change to all-day status, 'write your congressman' for action

How can daytime broadcasters successfully compete with full timers? Other than trying to get a full-time license, there are programing and promotional tactics that can help in the race for ratings, according to nearly 50 daytime broadcasters who gathered for a breakfast session, "Daytime Friends/Nighttime Woes."

Joel Raab, new program director for the full-time WHK(AM) Cleveland but until recently with WEEP(AM) Pittsburgh, a daytimer, opened the discussion with tips for audience recycling, a key programing tool for daytimers. "People won't be waking up with your station," he said, "so you have to give them a reason to switch to you at sign-on." Contests that offer key clues or award prizes just after sign-on are one means of doing so. An outstanding morning personality team or a sign-off that promotes the morning show are others.

"The key to promoting your sign-on," said Bill Robinson, Musicworks Inc., "is to do so without calling it your sign-on." By attracting listeners to specific events, a station can circumvent the problem of having to attract listeners at different times during winter and summer.

When it's time to sign off, a daytimer can "maintain a presence" through the evening by providing a 24-hour call-in concert line or entertainment directory. Its personalities can appear at local events. "You can talk about where you'll be at night, even if it isn't on the air," said one

Rating Roundup

CBS-TV continued on its winning ways, again outrating both ABC-TV and NBC-TV by comfortable margins for the prime-time week ended March 15.

Based on national Nielsens, CBS-TV averaged a 19.7 rating and a 31.3 share for the week, nabbing the top five positions and seven of the top 10. For 20 weeks of the season, starting Oct. 27, CBS-TV has won 16 weeks, ABC, three and one was a tie between CBS-TV and ABC-TV.

For the week ending March 15, ABC earned a 16.6/26.4 and NBC 15.7/24.9.

Dan Rather's first week of anchoring the *CBS Evening News* showed Rather in first place with a 15.1 rating against 13.0 for NBC and 12.5 for ABC.

CBS raced away with four nights of the week—Monday, Thursday, Friday and Saturday—and shared Wednesday with NBC when each had an average rating of 17.8. ABC was the victor on Tuesday and Saturday night.

ABC's comedy bloc on Tuesday of *Laverne and Shirley, Happy Days, Three's Company, Too Close for Comfort* and *Hart to Hart* made creditable showings. Friday night was an ABC disaster with an average 12.4 rating, as the movie, "The Cracker Factory," wound up with an 11.3.

CBS was especially strong Friday when the combination of *Incredible Hulk, Dukes of Hazzard* and *Dallas* posted a 27.2 average rating for the night. *Dallas* rang up a 32.3 rating.

NBC's best showing on Wednesday night when it tied with CBS was abetted by the ratings pulled by *Real People* (21) and Diff'rent Strokes (18.9). Both were repeat programs.

The First 20

1.	*Dallas*	CBS	32.3/55
2.	*Dukes of Hazzard*	CBS	29.5/47
3.	*60 Minutes*	CBS	26.1/42
4.	*The Jeffersons*	CBS	26.0/39
5.	*Alice*	CBS	25.5/38
6.	*Love Boat*	ABC	24.5/41
7.	*M*A*S*H*	CBS	23.3/34
8.	*CHiPs*	NBC	23.2/34
9.	*Magnum, P.I.*	CBS	23.0/36
10.	*Little House on the Prairie* (rerun)	NBC	21.6/32
11.	*Three's Company*	ABC	21.3/31
12.	*House Calls*	CBS	21.1/31
13.	*Happy Days* (rerun)	ABC	21.0/32
14.	*Real People* (rerun)	NBC	21.0/32
15.	*Trapper John, M.D.*	CBS	20.9/34
16.	*Fantasy Island* (rerun)	ABC	20.7/37
17.	*Lou Grant*	CBS	20.7/35
18.	*Too Close for Comfort* (rerun)	ABC	20.7
19.	*Archie Bunker's Place*	CBS	20.4/31
20.	*Knots Landing*	CBS	20.0/35

The Final Five

65.	"Million Dollar Face"	NBC	10.5/17
66.	*Hill Street Blues*	NBC	10.3/19
67.	*Gangster Chronicles*	NBC	10.2/17
68.	*That's My Line*	CBS	9.6/14
69.	*NBC Magazine*	NBC	7.2/12

casting Co. to West Stark Broadcasting Co. for $399,000. Seller: Richard H. Miller, president (100%). He also owns WLEC(AM)-WCPX(FM) Sandusky, Ohio. Buyer: Virgil L. Musser, Daniel N. Larusso, Lawrence Chiraroli, Amalio Colangelo, M.K. Kamel (20% each). Musser is Massillon attorney. Larusso and Kamel are physicians. Chivaroli is general manager at auto dealership and Colangelo is tailor, both Massillon. Ann. Feb. 27.

■ WYBT(FM) Jersey Shore, Pa. (FM: 97.7 mhz, 3 kw, ant: 300 ft.)—Seeks assignment of license from Jersey Shore Broadcasting Co. to Audiophase Broadcasting Inc. for $175,000. Seller: Jeffry O. Schlesinger is president and owner. He has no other broadcast interests. Buyer: Curt Van Loon (52.05%), Frank Bell (23.47%), Timothy Menowsky (16.33%), Dave Wollett and Jill Uskurait (4.08% each). Loon is sales manager at WEJL(AM)-WEZX(FM) Scranton-Wilkes Barre, Pa. Bell and Menowsky are regional managers at National Association of Broadcasters. Uskurait is former news reporter and public affairs director at WLYC(AM)-WILQ-FM Williamsport, Pa. They have no other ownership interests. Ann. Feb. 27.

■ WPPC(AM) Penuelas, P.R. (AM: 1570 khz, 1 kw-D)—Seeks assignment of license from Penuelas Broadcasting Corp. to Ponce Gospel Broadcasting Corp. for $125,000. Seller: Lucas P. Valdivieso (32.50%), Eric A. Gonzalez (48.75%) and Vincente Pierantoni (18.75%). They have no other broadcast interests. Buyer: Jose Irizarry-Carballo, president (40%); Jose Hernandez-Santiago, vice president, and Felix Medina-Sierra, Secretary-treasurer (30% each). Irizarry is baker; Hernandez is cabinet maker and Medina radio and television producer, all Ponce, Puerto Rico. They have no other ownership interests. Ann. March 6.

■ KOLJ(AM) [FM CP] Quanah, Tex. (AM: 1150 khz, 500 w-D: FM 100.9 mhz, 3 kw, ant. 220 ft.)—Seeks assignment of license from Joy Radio Broadcasting Inc. to Crippen Communications Inc. for $205,500. Seller: Charles E. Maddux, Robert Rachuig, Joe E. Willis, Martin Maddoux and E.F. Abercrombie Jr. (20% each). Willis owns 20% and Maddoux, Rachuig, and Abercrombie each own 16% of KERC(AM) Eastland, Tex. Buyer: Larry Crippen (100%). He is Gainsville, Texas-based financial investor and former morning drive personality and program director at KUBA(AM)-KHEX-FM Yuba City, Calif. He has no other broadcast interests. Ann. March 6.

■ WNOR-AM-FM Norfolk, Va. (AM: 1 kw-D, 250 w-N; FM: 98.7 mhz, 46 kw, ant. 520 ft.)—Seeks assignment of license from Commonwealth Broadcasting Co. to Marvin Josephson Associates (MJA) for $2.6 million (BROADCASTING, Dec. 10, 1980). Seller is owned by Arnold Malkan and family who also owns KEYS(AM)-KZFM(FM) Corpus Christi, Tex.; WDJX(FM) Xenia, Ohio, and WKSY(FM) Columbia City, Ind. Buyer is publicly traded, New York-based international talent agency. It also produces *Captain Kangaroo* children's television program. It owns WNIC-AM-FM Dearborn, Mich. (Detroit).

■ KISW(FM) Seattle, Wash. (FM: 99.9 mhz, 100 kw)—Seeks assignment of license from Kaye-Smith Enterprises to Alexander Broadcasting Co. for $2.25 million. Seller: Joint venture, owned 80% by Dena Pictures and 20% by Alexander Broadcasting Corp. Dena pictures is owned by actor Danny Kaye and wife, Sylvia. Lester Smith is president and owner of Alexander Broadcasting. They also own KXL-AM-FM Portland; Ore., and Smith recently bought from Kaye KJRB(AM)-KEZE(FM) Spokane, Was. (BROADCASTING, Feb. 23). Buyer: Smith also owns 20% of Audio Electronics Corp. (Muzak Franchise for Cincinnati area) and is Limited partner in Seattle Mariners, American League baseball team. Ann. Feb. 27.

■ KYAC(AM) Seattle, Wash. (AM: 1250 khz; 5 kw-U)—Seeks assignment of license from estate of Carl Deck Jr. through U.S. bankruptcy court to Northstar Broadcasting Inc. for $1.6 million (BROADCASTING, Jan. 19.). Seller has no other broadcast interests. Buyer is owned by Lloyd Edwards, president of First Enterprise Bank, Oakland, Calif. He owns 30% of KMPX(FM) San Francisco.

Actions

■ WAIV-AM-FM Jacksonville, Fla.: (AM: 600 khz, 5 kw-U; FM: 96.9 mhz, 100 kw, ant. 230 ft.)—Granted assignment of license from Rounsaville of Jacksonville Inc. to Affiliated Publications Inc. for $3 million. Seller is owned by Robert W. Rounsaville who also owns WBJW(AM)-WLOF(FM) Orlando, Fla. Buyer is Boston-based publicly traded publisher of *Boston Globe* and owner of five AM's and five FM's. John I. Taylor is president. Jay Berkson is president of broadcasting subsidiary. Action Feb. 24.

■ WVLD(AM) Valdosta, Ga. (AM: 1450 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Evco Broadcasters Inc. to Basic Communications Inc. for $340,000. Seller: Al H. Evans, Sr., who recently was granted assignment of license of WLGA-FM Valdosta, Ga. (Broadcasting, March 16). Buyer: Alvin H. Evans Jr., president (90%) and brother, Lynn C. (10%), both sons of Alvin Sr. Alvin Jr. is general manager at WVLD and Lynn is Athletic director at local high school. Prior to assignment of license, they each owned 10% of WVLD. Action Feb. 17.

■ WQQT(AM) Savannah, Ga. (1450 khz; 1 kw-D, 250 w-N)—Granted transfer of assignment of license from WQQT Inc. to Kar-Whel Enterprises Inc. for $500,000. Seller is owned by Robert A. Powers (51%), Leonard A. Morton (39%) and John W. Collins (10%). They have no other broadcast interests. Buyer is onwed by Dale L. Karacostas, Hugh J. Wheeler and James H. Nettles, each one third. Karacostas and Wheeler jointly own WDGL(AM) Douglasville, Ga. Nettles is Savannah businessman with interests in steel fabrication and heavy equipment rental. He has no other broadcast interest. Action Feb. 23.

■ WFAU-AM-FM Augusta, Me. (AM: 1340 khz, 1 kw-D, 250 w-N: FM: 101.3 mhz, 4.8 kw, ant. 315 ft.—Granted assignment of license from Capitol Communications Corp. to Tanist Broadcasting Corp. of Boston for $600,000. Seller is owned by Harold Vigue (57.5%), Norman Gallant (25%) and Joseph Roy (18.5%). Vigue also owns 50.8% of WKRD-AM-FM Rockland, Me. Gallant and Roy have no other broadcast interests. Buyer is owned by T. Barton Carter (97%) and C. B. Wismar (3%). Carter is Boston University professor of communications. Wismar is associated with Washington religious film production company. They have no other broadcast interests. Action Feb. 26.

■ WKXA(AM)-WKXA-FM, Brunswick, ME., Amcom Corp. Granted transfer of control of licensee corporation from John Michael Ferring and Martha Ferring to AMCOM Corp.; consideration $210,000 (BTC-810216GM, BTCH-710216GN). Action Feb. 25.

■ KJPB(AM)-KYSD(FM) Waynesville, Mo., Pulaski County Broadcasters, Inc. Granted transfer of control from Leo N. King, James R. Dodds and Helen J. Dodds (Joint Tenants) to Clay S. Howlett and Mildred C. Howlett; consideration $79,515.80; condition (BTC-801219HW, BTCH-801219HX). Action Feb. 24.

■ WSEV-AM-FM Sevierville, Tenn. (AM: 930 khz, 5 kw-D; FM: 102.1 mhz, 22 kw)—Granted assignment of license from Tennessee Valley Broadcasting to Mooney Broadcasting Corp. for $1.3 million. Seller: Hobart L. Townsend Jr. (49%), Frank A. Woods (30%) and wife Jayne (21%). They also own WBRY(AM) Woodbury, and WTBP(AM) Parsons, both Tennessee. Buyer: Publicly traded group owner based in Knoxville, Tenn. George P. Mooney is president and 19.78% owner. Stations in buyer protfolio include: WUNO(AM) San Juan, P.R.; WERC(AM)-WKXX(FM) Birmingham, Ala.; WMAK(AM) Nashville, and WBYQ(FM) Henderson, Tenn. Action March 4.

■ KCMX(AM)-KKIC(FM) Ashland, Ore. (AM: 5980 khz, 1 kw-U; FM: 101.7 mhz, 3 kw)—Granted transfer of control of Rogue Radio Corp. from stockholders (100% before; none after) to Pacific Northwest Broadcasting Corp. (none before; 100% after). Consideration: $1 million. Principals: Kilibro Broadcasting Corp. (33%), Arthur B. Hogan and John D. Feldmann (31% each) and Arnold Sias (5%). Kilibro is owned principally by Robert Fenton. They also own KMYC(AM)-KRFD(FM) Marysville, Calif. In addition, Kilibro owns KFIV-AM-FM Modesto; KPLS(AM) Santa Rosa, and 51% of KTOM(AM)-KWYT(FM) Salinas, all California. Hogan and Feldmann are principal owners of KOWN-AM-FM Escondido, KRKC(AM) King City and KNJO(FM) Thousand Oaks, all California. Seller group has purchased, subject to FCC approval, KHSN(AM) Coos Bay, Ore. (Broadcasting, Oct. 27, 1980). Buyer: Charles H. Wilson (50-77%); Sally K. Bang (33.48%) and ten others. They own and operate KPNW-AM-FM Eugene, Ore. Action Feb. 23.

■ KATR(AM) Eugene, Ore. (AM: 1320 khz, 1 kw-D)—Granted assignment of license from KATR Communications Crop. to Spring Gene Radio Inc., wholly owned subsidiary of Empire Broadcasting Corp. for $355,400. Seller is owned by Elmer G. Haskin Jr. (85%) and Paul Larsen (15%). They have no other broadcast interests. Buyer is owned by Robert Kieve (16%) and 26 others. Kieve is president and general manager of buyer which also owns KLIV(AM) San Jose, KARA(FM) Santa Clara and KAHI(AM)-KHYL(FM) Auburn, all California. Action Feb. 23.

■ KBUH-AM-FM Brigham City, Utah, (AM: 800 khz, 500 w-D FM: 107.1 mhz, 3 kw)—Granted transfer of control of Brigham City Broadcasting Co. from Royce E. Wills (51% before; none after) to Skyline Broadcasting (49% before; 100% after). Consideration: $109,650. Principals: Wills has no other broadcast interests. Buyer: Gary Yantes (51%), wife Vernetta (34%), Craig Olson (10%) and Tom McCrary (5%). Yantes is president and principal owner of KGHM(AM) Brookfield, Mo. Vernetta is bookkeeper of KGHM. Olson and McCrary are employed with KBUH. Buyers presently hold 49% total interest in KBUH-AM-FM. Action March 5.

■ KEYY(AM)-KRMQ(FM) Provo, Utah (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 94.9 mhz, 50 kw, ant. 2730 ft.)—Granted transfer of control from Mid-Utah Broadcasting Inc. and Equivox Inc. to Utah Valley Institute Inc. for $2.88 million. Seller is principally owned by David S. Grow and brother, Steven. They have no other broadcast interests. Buyer is owned by Bruce E. Rhoads, 100% owner of common stock. His father, D. Dean, owns all of issued preferred stock. Bruce Rhodes owns Ft. Lauderdale, Fla., radio consulting firm. D. Dean Rhoads is president of Worldmark Corp., a Palm Beach, Fla., investment firm. Buyers each own 50% of applicant for new FM in Port Sulfur, La. Action March 5.

■ KGA(AM)-KDRK(FM) Spokane, Wash. (AM: 1510 khz, 50 kw-U; FM: 93.7 mhz, 56 kw)—Granted assignment of license from Liddie Broadcasting Co. to Community Pacific Broadcasting Co. for $3.6 million. Seller: Wesley L. Monroe (25%), Steve D. Bertholf (14%), father, Delbert (12%) and more than 10 others. They have no other broadcast interests. Buyer: David J. Benjamin (34%), brother, Bert (2.8%), Charles W. Banta (34%), Bert Lyon & Co. (29.2%). They also own KRDR(AM) Gresham and KEED(AM) Eugene, both Oregon and KGAA(AM) Kirkland, Wash. David Benjamin of Oregon Broadcasters Association. Bert Benjamin is Kansas City, Mo., attorney and president of Bert Lyon Co., Kansas City investment company. Ban-

Summary of broadcasting

FCC tabulations as of Feb. 28, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,594	3	2	4,599	113	4,712
Commercial FM	3,301	2	9	3,312	144	3,456
Educational FM	1,095	0	1	1,096	70	1,166
Total Radio	8,990	5	12	9,007	327	9,334
Commercial TV						
VHF	519	1	0	520	8	528
UHF	237	0	0	237	96	333
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	16	178
Total TV	1,014	4	7	1,025	127	1,152
FM Translators	354	0	0	0	212	566
TV Translators						
UHF	2,595	0	0	2,595	238	2,833
VHF	1,395	0	0	1,395	491	1,886

**Special temporary authorization*

***Includes off-air licenses*

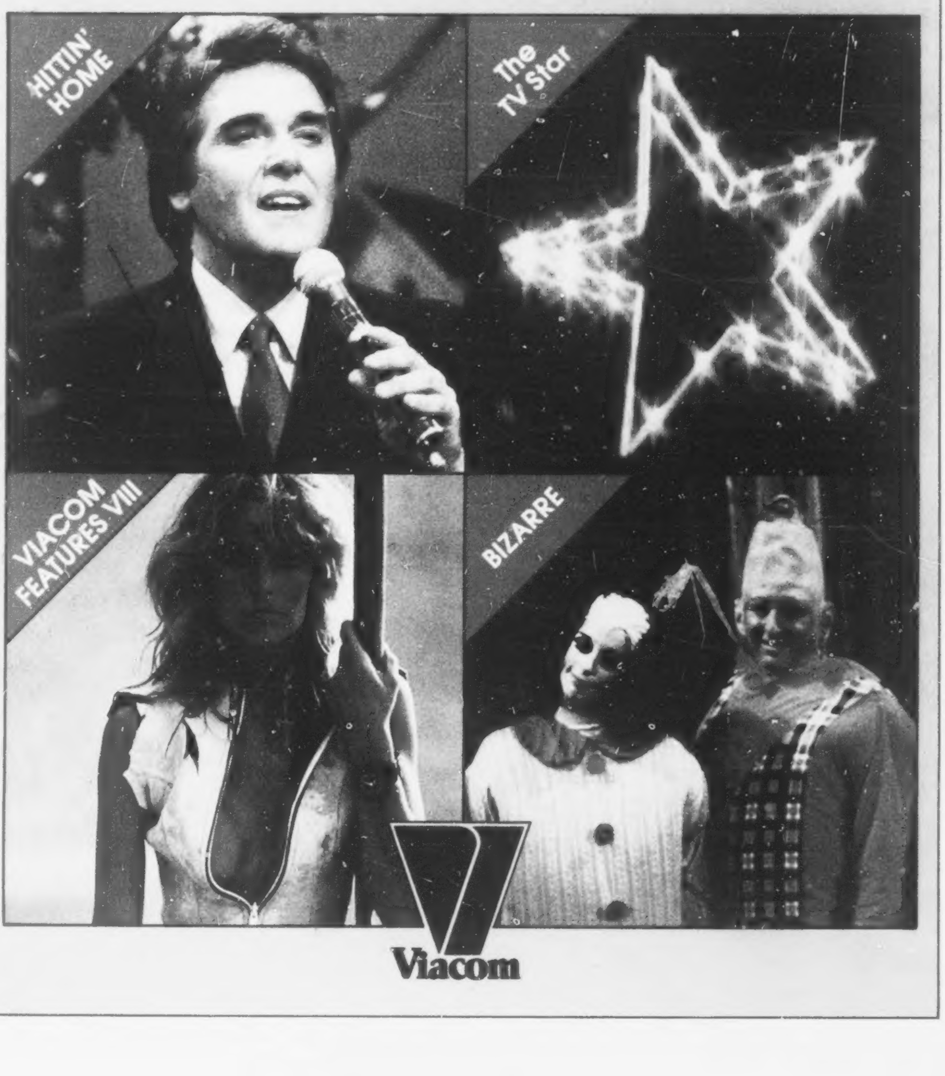
Reopening the case on copyright □ Big win for format freedom □ 'At Large' with Larry Grossman

Broadcasting Mar 30

The News Magazine of the Fifth Estate □ Vol. 100 No. 13

Our 50th Year □ 1981

NEW FROM VIACOM.


HITTIN' HOME
The TV Star
VIACOM FEATURES VIII
BIZARRE
Viacom

20014KENNEP2098 ZWZ APR/81
J P KENNEDY
CIS
4520 EAST WEST HWY **SAMPLE
SUITE 800
WASHINGTON DC 20014

The First 50 Years Of Broadcasting

1954

PAGE 77

The Week in Brief

TOP OF THE WEEK

COPYRIGHT RUMBLINGS ☐ At least one bill is in works and Kastenmeier subcommittee plans May hearings. **PAGE 23.**

FREEDOM OF FORMAT CHOICE ☐ Supreme Court supports FCC's position that radio licenses and marketplace should determine entertainment formats. **PAGE 23.**

SHORT-FORM RENEWALS ☐ FCC adopts post-card-size application that will be all most stations have to file. Spot technical inspections will continue. **PAGE 25.**

FCC FEES ☐ Proposed legislation would annually reauthorize FCC and set up schedule of charges for services. **PAGE 26.**

THAT FTC VACANCY ☐ Rockefeller and Liebling are leading contenders to succeed Pitofsky. **PAGE 26.**

BRITISH CHALLENGE FRENCH ☐ United Kingdom Teletext Industry Group asks FCC rulemaking to establish British defined-format system as teletext standard. Petition competes with CBS's proposal for rules based on French Antiope system. **PAGE 28.**

FEARS ABOUT FUND CUTS ☐ Public broadcasters express concerns at Hill oversight hearing on CPB. **PAGE 28.**

MANKIEWICZ SEES DOOM ☐ Administration's cuts could put National Public Radio off air by Oct. 1, says NPR's president. **PAGE 29.**

AT LARGE

AS GROSSMAN SEES IT ☐ PBS's president believes these are best and worst times for public broadcasting. He offers his views on the medium, its funding problems, competition from within and from outside, and assesses new technologies. **PAGE 30.**

LAW & REGULATION

LICENSING SPEED-UPS ☐ FCC, NTIA and NAB generally support bill to scrub comparative TV renewal hearings, extend license terms and permit random selection of initial grantees. Citizen groups and black coalition oppose legislation. **PAGE 40.**

PROGRAMING

O&O ACCESS SLOTS ☐ Network-owned TV stations have practically blocked in fall schedules. **PAGE 46.**

TECHNOLOGY

HARDWARE ON CAPITOL HILL ☐ Six companies display communications equipment at exhibition sponsored by Wirth subcommittee. Warner's Qube draws most attention from members of Congress, staffers and public. **PAGE 52.**

JOURNALISM

BOBTAILING 'KANGAROO' ☐ CBS cuts children's TV show to half hour and switches it with expanded Kuralt news program. **PAGE 58.**

BUSINESS

LEIBOWITZ ON CABLE ☐ Analyst declines to change either buy or sell recommendation, but says he is bullish about industry fundamentals. Report also explains why price of UA-Columbia was bid up so high in anticipation of merger. **PAGE 62.**

MEDIA

INTERNATIONAL INFORMATION FLOW ☐ Hearings will be held this week on bill to establish executive-level council to deal more efficiently with other countries. **PAGE 70.**

1954

THE 'BROADCASTING' YEARS ☐ McCarthyism fell victim to Murrow and Friendly and then later to TV's exposure during Army hearings on Capitol Hill. Television rapidly expanded in station numbers, color programing and sales, forcing radio to make more adjustments. But TV still had its problem of how UHF could survive against more-entrenched VHF. **PAGE 77.**

PROFILE

SEGAL'S SURE HANDS ☐ Joel Segal has built an enviable record of success in program production. But it's just one of many balls that Ted Bates & Co.'s senior vice president keeps in the air. **PAGE 103.**

Index to departments

Bottom Line 63
Business Briefly 8
Changing Hands 66
Closed Circuit 7
Datebook 17
Editorials 106
Fates & Fortunes 99
For the Record 82
In Sync 55
Intermedia 72
Monday Memo 14
Monitor 46
News Beat 60
Open Mike 20
Playback 50
Stock Index 64
Washington Watch 43

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $30 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ Accuracy In Media 51 ☐ Associated Press 16-17 ☐ Back to God 50 ☐ Blackburn & Co. 66 ☐ Bridal Fair 85 ☐ Broadcast Electronics 53 ☐ CSI Electronics 65 ☐ Cetec 48-49 ☐ Continental Electronics 31 ☐ Enterprise Radio 12-13 ☐ FM-100 Inside Back Cover ☐ Grass Valley 4 ☐ Harris 35, 37, 41 ☐ Ted Hepburn 67 ☐ JVC 61 ☐ MCA-TV 11, 19, 22 ☐ MIP-TV 69 ☐ Manheim Advertising 47 ☐ Media People 101 ☐ Microprobe 82 ☐ More Music 84 ☐ Nurad Back Cover ☐ Pulitzer Broadcast Group 6 ☐ Research Group 9 ☐ Richter-Kalil 68 ☐ Rose Poster 56 ☐ Standard Rate & Data Service 71 ☐ Selcom 44-45, 54-55, 62-63, 72-73 ☐ State Farm 57 ☐ TM Productions 21 ☐ TM Programming 32 ☐ TVSC 10 ☐ Viacom Front Cover, Inside Front Cover/Page 3 ☐ WCBS-TV 76 ☐ Wall Street Journal Report 15 ☐ Warner Brothers 39 ☐ Westwood One 8 ☐

Ratings Roundup

For yet another week, CBS-TV scored a prime-time victory without a competitive challenge from ABC-TV or NBC-TV. From March 16 through 22, CBS was the only network to average above a 30 share, earning a 19.6/31 to ABC's 17.5/28 and NBC's 15.5/25.

NBC couldn't even manage a single winning night as CBS took Monday, Thursday, Friday and Sunday and ABC led the rest of the week. On Wednesday, the one night NBC usually can count on for victory, the two-hour premiere of ABC's *Greatest American Hero* (23.8/35) and a repeat of CBS's *The Gambler* with Kenny Rogers (21.2/33) knocked NBC into third. NBC also suffered on Monday, when its high-rated *Little House on the Prairie* lead-off was pre-empted for a "Project Peacock" special, *Donahue and Kids* (15.1/23).

Although the February sweeps have passed, competition on Sunday looked like special rating-period fare, as all three pulled out theatrical movies. Head-to-head for three hours was CBS's "Gone with the Wind" (26.7/40) and ABC's "Patton" (17.3/27), and for two hours, NBC had "The End" (18.4/28). Network shares ran higher than usual as the movies competed, perhaps indicating multiset use in many households.

In early-evening news ratings, the *CBS Evening News now with Dan Rather* scored a 15.0/26 while the *NBC Nightly News* pulled a 12.7/22 and ABC's *World News Tonight* came in with a 12.6/22—thus far seeming to show no great difference in the standings since Walter Cronkite's departure.

The First 20

1	*60 Minutes*	CBS	28.9/46
2	*M*A*S*H*	CBS	27.5/41
3	"Gone With The Wind" (part I)	CBS	26.7/40
4	*Greatest American Hero* (premier two hours)	ABC	23.8/35
5	*House Calls*	CBS	23.2/36
6	*Dukes of Hazzard* (2 hour episode)	CBS	23.1/38
7	*Three's Company*	ABC	23.1/35
8	*Love Boat*	ABC	22.2/37
9	*That's Incredible*	ABC	22.1/33
10	*Magnum, PI*	CBS	21.3/32
11	*Too Close for Comfort*	ABC	21.2/34
12	*Kenny Rogers As The Gambler* (made for TV movie)	CBS	21.2/33
13	*Laverne & Shirely*	ABC	21.0/31
14	*Happy Days*	ABC	20.0/31
15	*Real People*	NBC	20.0/30
16	*Fantasy Island*	ABC	19.6/35
17	*CHiPs*	NBC	19.5/28
18	*Hart To Hart*	ABC	19.4/33
19	*Bugs Bunny Bustin' Out* (special)	CBS	19.2/31
20	*Knots Landing*	CBS	18.9/34

The Final Five

59	*Concrete Cowboys*	CBS	11.8/20
60	"Soldiers of the Twilight" (*ABC News Closeup*)	ABC	11.1/20
61	*Gangster Chronicles*	NBC	10.9/18
62	*Legends of the West* (special)	ABC	10.3/16
63	*NBC Magazine*	NBC	9.1/15

MEDIA MONITOR

Advertisement

Communists Loved PBS Film on El Salvador

By Reed Irvine
and
Cliff Kincaid

A Marxist newspaper has confirmed what Media Monitor said several weeks ago—that the Public Broadcasting Service documentary, "El Salvador: Another Vietnam?", was biased in favor of the Communist guerrillas in El Salvador.

A recent issue of the *Guardian*, a Marxist weekly that openly supports the Communist side in El Salvador, contains a glowing account of the PBS film, which was funded with your tax dollars. The *Guardian* praised the film as "the best news report to come out of El Salvador."

Media Monitor documented the fact that this film was one-sided. We noted that most of the film was devoted to people opposed to the U.S.-backed government. In addition we pointed out that the film virtually ignored the terrorism perpetrated by the left and that it failed to explore at all the Cuban, Nicaraguan and Soviet support of the guerrillas.

Media Monitor also presented evidence indicating that the showing of the film over PBS was timed to coincide with anti-American demonstrations protesting U.S. policy in El Salvador. These demonstrations occurred in Mexico on the same day the film was aired here and in various U.S. cities within days of the showing of the film over PBS.

The *Guardian's* praise of the film should leave no doubt. This PBS film was pure leftist propaganda. In describing the film, the Marxist paper points out that it "interviews a wide range of people, always with the purpose of exposing the reformist facade of the junta and underlining the popular support for the left forces."

The producer of the film, Glenn Silber, gave an interview to the *Guardian* in which he laid bare his opposition to the U.S.-backed government in El Salvador. The paper said, "Silber believes that the international press has a responsibility to raise an outcry over the junta's repression." In the interview, Silber also expressed concern about Victor Medrano, a member of El Salvador's human rights commission, who, after appearing in Silber's film, mysteriously disappeared a week later. Silber is quoted as blaming the government for the disappearance, but he cites no evidence to support the charge.

The *Guardian* reported that Silber's production company, Catalyst Media, is involved with two new organizations—the Committee of Concerned Journalists About Truth in El Salvador and the Committee of Concerned Film Makers. These groups are being organized to protest the disappearance of persons like Medrano who speak to the press.

We're concerned about those disappearances too. But we're also concerned about filmmakers like Glenn Silber who whitewash the communists and blame virtually all the terrorism on the right. There is no question about whose side Glenn Silber is on. The only question is why the American taxpayers should be forced to pay to put his left-wing propaganda on public television.

MEDIA MONITOR is a 3-minute radio commentary distributed free as a public service by Accuracy in Media. Five programs are provided each week on tape. AIM also distributes a weekly newspaper column, publishes the AIM Report twice a month, and provides speakers and guests for radio and TV talk shows. For a free sample tape of Media Monitor or for information about any AIM service call Bernie Yoh, (202) 783-4406, or write to 1341 G Street, N.W., Washington, D.C. 20005.

change TL to Rural Hilltop, Presque Isle, ERP 1.35 kw (H), ant height 420 ft (H) conditions (BPH-800131AJ) Action March 12

■ KIRL(AM) St. Charles, Mo.—Granted mod. of CP to make changes in ant. sys., change TL to Aubuchon Road, near Junction of Missouri Botton Road, near St. Charles, and operate trans. by RC from SL, conditions (BMP-810123AR) Action March 12

■ WAGY Forest City, N.C.—Granted CP to change hours of operation to U by adding N service with 500 DA-N, change TL to north of intersection of Woodburn and Church Streets, Forest City, and make changes in ant. sys., conditions (BP-800228AM) Action March 12

■ WCTI-TV New Bern, N.C.—Application granted to commercial TV broadcast station MP to change ERP to vis. 316 kw (max), aur. 31.6 kw, chg. trans., change ant. type and make changes to ant. sys. Action March 16

■ *WRDL(FM) Ashland, Ohio—Granted CP to change freq. to 88.9 mhz, change TL to 401 College Ave., Ashland, increase ERP 3 kw (H&V), ant. height 170 ft. (H&V), change TPO and change type trans., operate by RC and make changes in ant. sys. (BPED-791228BH) Action March 12

■ WILK(AM) Wilkes-Barre, Pa.—Granted CP to increase N power to 5 kw and make changes in ant. sys., conditions (BP-800205AF) Action March 12

■ *WCVY(FM) Coventry, R.I.—Granted CP to increase ERP .2 kw (H&V), ant. height 36 ft. V), conditions (BPED-791026AJ) Action March 10

■ KMIT(FM) Mitchell, S.D.—Granted CP to make changes in ant. sys., change type trans. and ant., increase ERP 65 kw (H&V), decrease ant. height 290 ft. (H&V) and change TPO (BPY-800407AG) Action March 23

■ KNEY(FM) Pierre, S.D., Granted mod. of CP to change TL to 1.6 miles of Ft. Pierre on Cedar Hill Road, Ft. Pierce, SL & RC: 106 W. Capitol Street, Pierre, SD., increase ERP 3. kw (H&V), ant. height 300 ft. (H&V), and make changes in ant. sys. (BMPH-800911AC) Action March 10

■ WAXO(AM) Lewisburg, Tenn.—Granted CP to increase power from 250 w to 1 kw, conditions (BP-800908AC) Action March 3

■ *KWTS(FM) Canyon, Tex.—Granted CP to increase ERP .125 kw (H), ant. height −9 ft. (H) (BPED-791231BV) Action March 4

■ *KTAI(FM) Kingsville, Tex.—Granted CP to increase ERP 100 w (H), ant. height 99 ft. (H); conditions (BPED-791220AI) Action Feb. 17

■ KUFO(FM) Odessa, Tex.—Granted CP to change TL to intersection of Roads 1787 & 1788 near Odessa, crease ERP 100 kw (H&V); ant. height 360 ft. (H&V); change type trans. and make changes in ant. system (BPH-800930AC) Action March 4

■ KGRO(AM) Pampa, Tex.—Granted mod. of CP to change TL to .29 mile E of State Highway 70, S side of State Highway Loop 171, near Pampa, conditions (BMP-801222BA) Action March 3

■ KAPE(AM) San Antonio, Tex.—Dismissed application for CP to make changes in ant. sys., change TL, SL and RC to 1203 W. Hein, San Antonio, and augment pattern due to radiation (BP-800729AL) Action Feb. 18

■ KARI(AM) Blaine, Wash.—Granted mod. of CP to make changes in ant. sys. and redesign the directional ant. pattern during N hours, conditions (BMP-800618AE) Action March 4

■ WGUB(AM) Manitowoc, Wis.—Granted CP to change city of license from Manitowoc to Two Rivers, Wis., change hours on operation by adding N service with 5 kw, install DA-2, change TL to Viebahn and U.S. 141, Mainitowoc, and make changes in ant. sys., conditions (BP-800613AC) Action March 9

Satellites

Grants

■ Bedford Cable TV for Bedford, Ind. (E2778)

■ Tele-Media Company of Ridgway, Ridgway, Pa. (E2779)

■ Tele-Media Company of Waynesburg for Waynesburg, Pa. (E2809)

■ Saratoga Cable TV Inc. for Saratoga Springs, N.Y. (E2810)

■ Community TV Corp. for Gilford, N.H. (E2811)

■ Crow River Cable TV for Hutchinson, Minn. (E2812)

■ Clear Cable-Vision Inc. for Dora Junction, Ala. (E2815)

■ ATC Cablevision of South Pasadena for South Pasadena, Calif. (E2816)

■ El Cortez Hotel for Las Vegas (E2817)

■ Riverside Cable Inc. for Zanesville, Ohio (E2818)

■ Metrovision Inc. for Easton Rapids, Mich. (E2819)

■ Metrovision Inc. for Menomonee Falls, Wis. (E2820)

■ Warner Amex Cable Communications Inc. for Farmers Branch, Tex. (E2821)

■ Videostar Connections Inc. for Atlanta (E2823)

■ Warner Cable Corp. of Pittsburgh for Pittsburg, Pa. (E2823)

■ H. S. Anderson Company for Trona, Calif. (E2826) ?L

■ Century Center Communications for Honolulu (E2829)

■ South Baldwin Cablevision for Gulf Shores, Ala. (E2829)

■ Hi-Net Communications Inc. for Atlanta (E2830)

■ Hi-Net Communications Inc. for San Jose, Calif. (E2831)

■ Kankakee TV Cable Co. for Kankakee, Ill. (WD42)

■ Sun Cablevision Co. of Panama City Beach for Panama City Beach, Fla. (WE27)

Other

■ Total of 17,369 complaints from public were received by Broadcast Bureau in January 1981, decrease of 1,339 from December. Other comments and inquiries for January totaled 1,467, increase of 511 over previous month. Bureau sent 1,126 letters in response to these comments, inquiries and complaints. Ann. March 17

■ Comment dates are approaching about FCC proposal to increase number of VHF television stations. Proposal could add new VHF channels and stations in communities throughout country. Under proposed rule change, new channels on VHF band could be alloted in many areas. The rule change would make VHF stations available in New Jersey and Delaware, where VHF viewers are served by only New York, Philadelphia, and Baltimore stations. Ann. March 17

Call Letters

Applications

Call	Sought by
	New AM
WJFB	Bryant Radio Co. Mt. Juliet, Tenn.
	New FM's
WFAR	Danbury Community Radio Inc. Danbury, Conn.
WAOP	Allegan County Broadcasters Inc. Otsego, Mich.
WHRC-FM	Peter Edward Hunn, Port Henry, N.Y.
KIXC-FM	Joy Radio Broadcasting Inc. Quanah, Tex.
KSOX-FM	Edgar L. Clinton, Raymondville, Tex.
KOZI-FM	Northcentral Broadcasting Co. Chelan, Wash.
	New TV
WRJK-TV	Channel 40 Inc. Bluefield, W. Va.
	Existing AM's
KSJO	Sterling Recreation Organization Co. San Jose, Calif.
WJXJ	Affiliated Broadcasting Inc. Jackson, Fla.
WRPW	Boss Communications Corp. Cambridge, Mass.
WTJT	London Broadcasting Inc. Franklin, Tenn.
KIXC	Joy Radio Broadcasting Inc. Quanah, Tex.
WNVC	United Communications Corp. Herndon, Va.
	Existing FM's
KJJJ-FM	ITC Communications of Arizona Inc. Glendale, Ariz.
KSJO-FM	Columbia Theatre Co. San Jose, Calif.
KELS	Pro Media Inc. Ardmore, Okla.
KJYO	Insilco Radio of Oklahoma Inc. Oklahoma City
WPXI	WILC-TV Corp. Pittsburgh, Pa.
WMYU	Mooney Broadcasting Co. Sevierville, Tenn.
KHEY-FM	KHEY Inc. El Paso, Tex.
WMYX	LIN-Wisconsin Broadcasting Corp. Milwaukee, Wis.

Grants

Call	Assigned to
	New AM
KGTL	Peninsula Communications Inc. Homer, Alaska
	New FM's
KFCM	Cherokee Village Broadcasting Co. Cherokee Village, Ark.
KARP	Carpinteria Broadcasting Co. Carpinteria, Calif.
KSHA	Redding FM, Redding, Calif.
KIQX	Mountain States Broadcasting Investments Corp. Durango, Calif.
WMFM	University City Broadcasting Co. Gainesville, Fla.
WHCF	Bangor Christian Schools, Bangor, Me.
KTMW	Bixby Great Electric Radio Inc. Mercedes, Tex.
WNRN	Payne of Virginia Inc. Virginia Beach, Va.
	Existing AM's
KUUK	Snobloom Broadcasting Inc. Wickenburg, Ariz.
KOTL	Visionary Radio Euphonics Inc. Santa Rosa, Calif.
WPBK	Pyramid Broadcasting Inc. Whitehall, Mich.
	Existing FM's
KNAX	McClatchy Newspapers, Fresno, Calif.
KRQY	KPLV Inc. Pueblo, Colo.
KBIU	Stream Broadcasting Inc. Lake Charles, La.
WJXQ	Patten Broadcasting Jackson Inc. Jackson, Mich.
	Existing TV
WCGT	Gordon Communications Corp. Albany, Ga.

Summary of broadcasting

FCC tabulations as of Feb. 28, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,594	3	2	4,599	113	4,712
Commercial FM	3,301	2	9	3,312	144	3,456
Educational FM	1,095	0	1	1,096	70	1,166
Total Radio	8,990	5	12	9,007	327	9,334
Commercial TV						
VHF	519	1	0	520	8	528
UHF	237	0	0	237	96	333
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	16	178
Total TV	1,014	4	7	1,025	127	1,152
FM Translators	354	0	0	0	212	566
TV Translators						
UHF	2,595	0	0	2,595	238	2,833
VHF	1,395	0	0	1,395	491	1,886

*Special temporary authorization

**Includes off-air licenses

Historic coverage of the Reagan shooting
One week away from the NAB

Broadcasting Apr 6

The News Magazine of the Fifth Estate ☐ Vol. 100 No. 14
50th Year ☐ 1981

KS95-FM
KSTP-FM

ON TOP OF THE TOP 25.

KSTP-FM is the *number one* FM radio station in the top 25 markets in reaching the highest percentage of the adult 18-49 audience.*

With a cume rating of 36.8%, KS95-FM reaches a greater share of this prime 18-49 audience than any other top 25 FM station.

Get your full share in Minneapolis/St. Paul, get on KS95-FM.

*Arbitron Fall 1980 Cume Rating Adults 18-49 Mon-Sun. 6am-12midnight Metro

KS95-FM

WE'RE SOARING.

KSTP-FM/MINNEAPOLIS/ST. PAUL DIVISION OF HUBBARD BROADCASTING. 1979 ©
For more information call KSTP-FM (612-642-4141) or contact your nearest Christal Company office.

20014KENNEP20 7W2 APR/
J P KENNEDY
CIS **SAMPLE
4520 EAST WEST HWY
SUITE 800
WASHINGTON DC 20014

The First 50 Years Of Broadcasting

1955

PAGE 147

The Week in Brief

TOP OF THE WEEK

MARCH 30, 2:30 P.M. ☐ That's when broadcasting made the world eyewitness to the shocking attempt on the President's life. What followed, despite some flubs, proved to be an outstanding chapter in radio-television journalism. **PAGE 35.**

FTC STAFF PULLING PLUG ☐ Recommendation made to drop controversial children's advertising rulemaking. **PAGE 38.**

LPTV LINE LENGTHENS ☐ Another 1,000 low-power bids at FCC deadline last week bring total to almost 5,000. **PAGE 40.**

WARINESS ☐ Broadcasters and public interest groups react cautiously to Swift bill that would deregulate broadcasting in exchange for public-trust point system. **PAGE 40.**

LIFELINE FOR GT&R ☐ Seiberling proposes that licensing and renewal legislation provisions be made retroactive and rescue RKO stations. **PAGE 41.**

TRANSITION ☐ That's theme of 4A's annual meeting in Boca Raton, Fla., where advertiser executives will study changing media environment. **PAGE 42.**

SPECIAL REPORT

THE LAS VEGAS ACTION ☐ Nearly 500 booths will reflect the dazzling state of art in the communications fields for the benefit of NAB delegates and their guests. **PAGE 46.** Among those guests are members of Congress, to whom honoraria will be paid, suddenly a sensitive subject in these times of deregulation. **PAGE 56.** A complete rundown of the exhibits, what will be displayed and who will be there starts on **PAGE 52.** Directory of others in Las Vegas begins on **PAGE 104.** The Sunday-Wednesday convention agenda. **PAGE 113.**

LAW & REGULATION

FAMILY VIEWING ALIVE AGAIN ☐ Long-dormant case sent back to FCC by Los Angeles court, complying with appeals court directive. **PAGE 124.**

PROGRAMING

GEARING UP ☐ ABC Video Enterprises' Granath unveils staff and programing plans for soon-to-start ARTS cultural cable service. **PAGE 131.**

JOURNALISM

HAPPINESS IN THE HOUSE ☐ Tip O'Neill-inspired report calls TV system successful. Rose faults study for methodology. **PAGE 139.**

MEDIA

GULF-SJR DEAL JELLS ☐ Application for Gulf's planned $33.5-million acquisition filed with FCC. **PAGE 141.**

TECHNOLOGY

PROTECTING THEIR STAKES ☐ Three current users of 12 ghz band urge FCC not to permit DBS domination of that part of spectrum at expense of fixed terrestrial and satellite services already there. **PAGE 144.**

1955

THE 'BROADCASTING' YEARS ☐ Magnuson's Senate Commerce Committee loaded both barrels to continue the Bricker probe of 1954. The FCC set up its own task force to study network practices. **PAGE 147.**

PROFILE

SEEN IT ALL ☐ There's nothing like being where the action is, as Ted Pierson has been. The head of the Washington law firm of Pierson, Ball & Dowd speaks as a lifetime witness to and participant in the structuring of communications history. **PAGE 175.**

Bottom Line 140
Business Briefly 10
Changing Hands 141
Closed Circuit 7
Datebook 16
Editorials 178
Fates & Fortunes 171
For the Record 151
Intermedia 142
Monday Memo 14
Monitor 131
Open Mike 20
Playback 135
Stock Index 136
Washington Watch 129
Where Things Stand 22

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $30 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ ABC Radio Network 61 ☐ ABC Video Enterprises 32-33 ☐ ADDA Corporation 118 ☐ ADM Technology Inc. 105 ☐ Accuracy In Media 78 ☐ Acrodyne Industries 123 ☐ American Petroleum Institute 110 ☐ Ampex 76-77 ☐ Antiope 130 ☐ Emil Ascher Inc. 173 ☐ Associated Press 17 ☐ Beck-Ross Communications Inc. 12 ☐ Blackburn & Co. 140 ☐ Bonneville Broadcast Consultants 11, 23 ☐ Bridal Fair 94 ☐ British Information Services 127 ☐ Broadcast Audio Associates 134 ☐ CMX/Orrox 128 ☐ CSI Electronics 132 ☐ ColorGraphics Weather Systems Inc. 57 ☐ Compact Video Services 71 ☐ Comrex Corporation 80 ☐ Continental Electronics 20, 56, 60, 68-69, 110, 114, 174 ☐ Convergence Corporation 65 ☐ Adolph Coors 138 ☐ R.C. Crisler & Co. 102 ☐ Delta Airlines 88 ☐ Delta Electronics 112 ☐ Drake-Chenault 26, 73, 109, 113, 117, 1[illegible], 121, 139, 171 ☐ Dynacom International Corp. 86 ☐ Enterprise Radio 8-9 ☐ First Com Broadcasting 90-93 ☐ Firstmark 98 ☐ Norman Fischer & Co. 16 ☐ Milton Q. Ford 124 ☐ Fort Worth Tower 116 ☐ Frazier, Gross & Kadlec 24 ☐ Fuji Photo USA 15 ☐ Fujinon Optical Inc. 101 ☐ Gannett 63 ☐ Gammon, Camfield & Ninowski 155 ☐ Gardiner Communications Corp. 74 ☐ Grass Valley 4 ☐ Harris 53, 55 ☐ Hayes Broadcasting Corp. 87 ☐ Dan Hayslett & Assocs. 156 ☐ Hogan-Feldmann Inc. 142 ☐ Home Theater Network 122 ☐ Bernard Howard 21 ☐ Hughes Helicopter Division 120 ☐ Ikegami 83 ☐ JVC 111 ☐ Jacobs & Gerber 115 ☐ KSTP-TV Front Cover ☐ Kaman Sciences 106 ☐ MCA-TV 6 ☐ Jack Masla & Company 13 ☐ McMartin Industries 99 ☐ Micro Consultants 103 ☐ Midwest Corporation 108 ☐ Mobil 107 ☐ George W. Moore & Associates 153 ☐ More Music 104 ☐ NBC-TV News 27 ☐ Nightingale-Conant Inside Back Cover ☐ Oak Communications 95 ☐ Paramount 44-45 ☐ Petry TV Inc. 47-50 ☐ Philips Broadcast Equipment Corp. 137 ☐ RCA 31 ☐ RKO Radio Network 81 ☐ Radio Computing Services 34 ☐ Ramko 89 ☐ Research Group 54, 67 ☐ Cecil L. Richards 141 ☐ Satellite Music Network 79 ☐ Selcom Inc. 129, 131, 133, 135 ☐ Stainless Inc. 58 ☐ Howard E. Stark 126 ☐ Station Business Systems 52 ☐ Sunbelt Network 100 ☐ Systems Marketing 85 ☐ T.A. Associates 64 ☐ TM Productions 59, 75 ☐ TM Programming 29 ☐ William B. Tanner 125 ☐ Ed Tornberg 151 ☐ Townsend Associates Inc. 143 ☐ U.S. Tape & Label Corporation 80 ☐ Utility Tower 72 ☐ Viacom Inside Front Cover/Page 3, 43 ☐ Vital Industries 97 ☐ WBZ-TV 146 ☐ Ward-Beck Back Cover ☐ Warner Brothers TV 25 ☐ Western Union Telegraph Co. 18-19 ☐ Westwood One 10 ☐ World Tower Company 114 ☐

Westar, and not the primary cable satellite, Satcom I.

The CBS cultural channel had some announcements of its own last week. CBS said its service will present a five-year jazz series composed of 25 original productions, the first of which, *A Tribute to Count Basie*, commenced production several days ago. CBS Cable vice president, programing, Jack Willis, said the series will be designed to provide a "broad overview" of jazz including "its New Orleans roots, the Kansas City swing era, the post-war bebop period and modern day/jazz fusion eclectics."

Among other programs announced by CBS Cable President Dick Cox were *The Letters of Calamity Jane*, a one-woman show starring Jane Alexander; *A Look at Liv*, an hour program on Liv Ullman; *When I Think of Russia*, a documentary focusing on prominent Russian emigres, and *The World of*... said to be a "series profiling internationally famous men ... revealing how women have shaped their lives and destinies."

Lear urges support for fight against TV censorship

Television producer Norman Lear says pressure from the religious New Right has "networks running and hiding their heads, as they have historically done."

Chatting in Boston before receiving his second First Amendment award in three days, Lear said network producers have told him they feel pressure to ease up on the kind of shows that the Rev. Jerry Falwell's Moral Majority and the Coalition for Better Television consider morally offensive.

Lear, who organized People for the American Way to combat the religious New Right, said he himself has had no censorship problems—as he turns from such prime-time projects as *All in the Family* and *Maude* to cable and subscription television, a children's series and films.

A California group has honored Lear's anticensorship efforts with the William O. Douglas First Amendment Award, (BROADCASTING, March 30) and Boston's Ford Hall Forum gave him its first First Amendment Award for working to preserve free expression.

The networks are pleading the First Amendment, "as indeed they should," Lear said before his Boston acceptance speech at Northeastern University, "but they have a lot to answer for."

While admitting "there's too much sex, smarm and violence" on television, Lear said TV is an "easy mark" for attackers with other motives. The PTA, he said, found it could get media attention and more members by criticizing program content, and the American Medical Association was "mischievous and insincere" in rapping TV while ignoring its own problems.

Falwell would like his "constituents" to believe that Lear started People for the American Way to protect his own "parochial business interests," said the producer, "but there's far, far, far more at stake" than television.

He said his group's board members have made 94 radio and TV appearances and will this summer start a new series of commercials, directed by award-winning "Melvin and Howard" director Jonathan Demme, aimed at getting another side of

Ratings Roundup

NBC-TV's competitive position further deteriorated for the week ended March 29 as the network turned in its worst prime-time ratings performance of the season: a 14.4 rating and 24 share.

CBS-TV, as usual, was the victor that week with a 19.9/33. ABC-TV placed second with a 17.4/28.

Among the week's 65 programs, CBS dominated the top of the ranking list, securing the top six positions and 13 of the top 20. ABC's foothold was in the middle ground, taking 13 of the shows in positions 20-40. NBC also had 13 shows, but in the bottom 25.

During the week, NBC managed to pull out one nightly win, on Wednesday with a 18.1/30. And it was on that night only that NBC broke the 30-share mark with individual shows: ***Real People, Diff'rent Strokes*** and ***Facts of Life***. NBC's average on Wednesday was pulled down, however, by the first of two special episodes of ***Hill Street Blues*** (13.4/24).

ABC also had only one winning night: Saturday, with ***Eight is Enough, Love Boat*** and ***Fantasy Island*** averaging a 19.7/35. A key difference between ABC and NBC, however, was that ABC pulled second place on each of the five nights won by CBS.

While trouble continued with NBC series, the week's long-form offerings compounded the network's problems. Monday's movie, ***The Monkey Mission***, scored only a 12.6/20; Thursday's ***Command Performance: The Stars Salute the President***, a meager 14.7/24; Saturday's two-hour ***Hill Street Blues*** came in at 11.8/21, and Sunday's theatrical movie "The Duchess and the Dirtwater Fox" brought a 14.3/23.

Long-form also hurt CBS and ABC but at least there was a night when each earned 30-plus shares. CBS scored a 24.7/39 with "Gone with the Wind" part II on Tuesday, helping to offset Wednesday's three-hour ***Berlin Tunnel 21*** (15.9/26) and Saturday's 90-minute CBS News special, ***Inside Hollywood: The Movies*** (11.2/19). ABC had a 19.4/31 on Sunday with the movie, "Live and Let Die," to average into its 90-minute "Benji" opener (12.9/21) and Friday's movie "Mr. Majestyk" (11.5/19).

The First 20

1.	*Dallas*	CBS	32.1/54
2.	*60 Minutes*	CBS	28.5/48
3.	*Dukes of Hazzard*	CBS	27.1/46
4.	*M*A*S*H*	CBS	26.2/38
5.	*The Jeffersons*	CBS	25.2/38
6.	"Gone With the Wind (movie, part II)	CBS	24.7/39
7.	*Love Boat*	ABC	23.8/41
8.	*House Calls*	CBS	23.1/35
9.	*Magnum, P.I.*	CBS	22.2/35
10.	*Diff'rent Strokes*	NBC	21.6/34
11.	*That's Incredible*	ABC	21.0/31
12.	*Alice*	CBS	20.9/32
13.	*Greatest American Hero*	ABC	20.7/32
14.	*Real People*	NBC	20.7/32
15.	*Trapper John, M.D.*	CBS	20.5/35
16.	*Archie Bunker's Place*	CBS	20.5/32
17.	*Knots Landing*	CBS	20.4/34
18.	*Knots Landing* (special episode)	CBS	20.4/32
19.	*Happy Days*	ABC	20.2/32
20.	*Three's Company*	ABC	20.1/30

The Bottom Five

61.	*Hill Street Blues* (special episode)	NBC	11.8/21
62.	*Mr. Majestyk* (movie)	ABC	11.5/19
63.	*Inside Hollywood: The Movie Business* (news special)	CBS	11.2/19
64.	*Nero Wolfe*	NBC	9.3/16
65.	*NBC Magazine*	NBC	7.8/13

Watch out for Selcom in the Midwest

Selcom's 1980 sales for this major market station were *up $750,000* over 1979.
The total picture is even more impressive. For results not rhetoric ... call us.

Selcom, inc.

Radio Representatives
1221 Avenue of the Americas
New York, New York 10020
(212) 730-0202

severely lacked broadcast experience, awarded applicants were, at least, honest. Decision becomes effective from its release unless there is appeal within 30 days or FCC orders review during that time. (BC Doc. 80-99-100). Ann. March 24.

- FCC Chief ALJ Lenore G. Ehrig granted application of Laurinburg Broadcasting Co., to add N operation to its AM Station WLNC, operating on 1300 khz Laurinburg, N.C. Laurinburg's application was designated for hearing last July 15, to determine whether WLNC's proposed ant. sys. could be adjusted for N operation so as not to cause prohibited interference. The Baltimore Radio Show Inc., licensee of station WFBR Baltimore, Md., was made party to proceeding because of its allegation that Laurinburg's proposal would cause interference within WFBR's N service area. Judge Ehrig granted application noting licensee has reached agreement with Baltimore Radio in which WLNC would reduce proposed N power of operation and adhere to certain conditions which would prevent interference. If no exceptions are filed within 30 days and FCC does not review the case on its motion, summary decision will become effective 50 days after its release (BC Doc. 80-396). Ann. March 23.

- Las Vegas, Nev. FM proceeding (Hispanic Broadcasting Co., et al.) ALJ John M. Frysiak granted joint request by Hispanic Broadcasting and Jomay Broadcasting Inc., and approved agreement, authoirzed reimbursement of $22,000 to Hispanic by Jomay and dismissed Hispanic's application with prejudice (By MO&O) (BC Doc. 80-356-59). Action March 17.

Cable

- The following cable service registrations have been accepted for filing:

- Comcast Cablevision Corp. for Flint, Flushing, Burton, Grand Blanc (incor. township), Grand Blanc (incor. city), Genesee, Mount Morris, (incor. city), Mt. Morris (incor. township), all Michigan. (MI0087, 290, 184, 185, 183, 311, 354, 281) add signal.
- Diann Inc. for Austin and Scottsburg, both Indiana (IN0243, 4) new signal.
- Prairie Land Cable Corp. for Heyworth, Ill. (IL0434) new signal.
- Marsh Media Cable Television Inc. for Gallatin (TN0139) new signal.
- Satellite Cable Services for Wessington Springs, S.D. (SD0060) new signal.
- Continental Cablevision of Elyria Inc. for Elyria (incor. city), Ohio (OH0693) add signal.
- Continental Cablevision of Elyria Inc. for Elyria (incor. township), Ohio (OH0737) add signal.
- Northwest Cablevision Inc. for Winchester, Conn. (CT0036) add signal.
- Robinson TV Cable for Robinson, Ill. (IL0003) add signal.
- Cabletronix for Rosedale and Baptist Valley, Va. new signal.
- MBS Cable TV Inc. for Island Creek, Ohio (OH0849) new signal.
- Tennessee-Kentucky Cable TV Co. for Soddy-Daisy, Bolivar, Covington, Brownsville, all Tennessee (TN0187, 133, 186, 161) add signal.
- Wasatch Community TV Inc. for Woods Cross, Utah (UT0064) new signal.
- Galaxy Cablevision Inc. for Winchester, Ill. (IL0428) new signal.
- MBS Cable TV Inc. for Bergholz, Ohio (OH0147) new signal.
- Televents of Jeffco Inc. for Jefferson, Colo. (CO0154) new signal.
- Giles CATV Inc. for Narrows (incor. town), Va. (VA0253) new signal.
- Giles CATV Inc. for Narrows (unic. outside), Va. (VA0254) new signal.
- Pompano Telecable Corp. for Palm Aire, Fla. (FL0512) new signal.
- Cablevision Associates for Baltimore and Millersport, both Ohio (OH0847, 8) new signal.
- Indiana Cablevision Corp. for Osceola, Ind. (IN0242) new signal.
- Jones Intercable TV Fund for North Myrtle Beach, Atlantic Beach, Horry, all South Carolina (SC0037, 96, 80) add signal.
- Tele-View Inc. for Roma and Starr, Texas (TX0361, 411) add signal.
- Northwest Mutual Aid Telephone Corp. for Ray, N.D. (ND0084) new signal.
- Satellite Cable Services for Lake Preston, S.D. (SD0059) new signal.
- Chelsea Cable Television Inc. for Chelsea, Okla. (OK0215) new signal.
- Dubois CATV Inc. for Jeffrey, Wyo. (WY0102) new signal.
- Cedar Rapids Cable Communications for Marion and Hiawatha, both Iowa (IA0127, 8) new signal.
- Island Cable Inc. for Grand Island, N.Y. (NY0899) new signal.
- UA-Columbia Cablevision of Westchester Inc. for Mamaroneck (incor. town), N.Y. (NY0900) new signal.
- UA-Columbia Cablevision of Westchester Inc. for Mamaroneck, (incor. town), N.Y. (NY0901) new signal.
- UA-Columbia Cablevision of Westchester Inc. for Larchmont, N.Y. (NY0902) new signal.
- West Side Cable Services Inc. for Fisher, Waldenburg, Harrisburg, all Arkansas (AR0222, 3, 4) new signal.
- American Television and Communications Corp. for Graveport, Ohio (OH0842) new signal.
- Futurevision Cable Enterprises Inc. for Bordentown, N.J. (NJ0461) add signal.
- MBS Cable TV Inc. for Brewster, Newton Falls, Windham, all Ohio (OH0412, 3, 368) add signal.
- Zimmermans Electronics for Wood (Fulton Co.), Wood (Huntingdon Co.), Coalmont (village), Coalmont (borough), Coalmont (unic. outside), All Pennsylvania (PA1949, 50, 1, 2) new signal.
- Comcast Cablevision Corp. for Flint, Mundy, Vienna, Holly, Flushing, Swartz Creek, Clio, all Michigan (MI0290, 395, 386, 84, 87, 96, 85) add signal.
- Catoctin Cable Communications Inc. for Leesburg, Va. (VA0255) new signal.
- Karnack Corp. for San Marcos, Tex. (TX0217) add signal.
- Ayers Store and TV Cable for Ward, Ohio (OH0850) new signal.
- Wasatch Community TV Inc. for West Bountiful, Clinton, Hill Air Force Base, Centerville, Farmington, all Utah. (UT0065, 6, 7, 8, 9) new signal.
- Simmermans Electronics for Broad Top City (incor. borough), Broad Top City (unic. outside), Dudley (incor. borough), Dudley (unic. outside) all Pennsylvania (PA1953, 4, 5, 6) new signal.
- C & R Cable System Inc. for Shadyside, Ohio (WK67).
- Classic Cable for Bolton, N.Y. (NY0898) new signal.
- Bishop Cable TV Inc. for Bishop, Tex. (TX0735) new signal.
- New Albany Cable TV Co. for Floyd, Ind. (IN0240) new signal.
- Teleprompter of Jamestown Inc. for Bemus Point, N.Y. (NY0908) new signal.
- Teleprompter Corp. for Sloatsburg, N.Y. (NY0905) new signal.
- Teleprompter Corp. for Tuxedo Town (NY0906) new signal.

Summary of broadcasting

FCC tabulations as of Feb. 28, 1981

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,594	3	2	4,599	113	4,712
Commercial FM	3,301	2	9	3,312	144	3,456
Educational FM	1,095	0	1	1,096	70	1,166
Total Radio	8,990	5	12	9,007	327	9,334
Commercial TV						
VHF	519	1	0	520	8	528
UHF	237	0	0	237	96	333
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	16	178
Total TV	1,014	4	7	1,025	127	1,152
FM Translators	354	0	0	0	212	566
TV Translators						
UHF	2,595	0	0	2,595	238	2,833
VHF	1,395	0	0	1,395	491	1,886

**Special temporary authorization* ***Includes off-air licenses*

Satellites

Applications

- WSKG Public Television for Conklin, N.Y. (10m; Andrew; E3011).
- Edwards Cable TV for Blaine, Ky. (5m; S-A).
- Port Angeles Telecable Inc. for Sequim, Wash. (5m; Hughes; E3013).
- Cylix Communications Network Inc. for Oklahoma City (4.6m; S-A; E3014).
- Coachella Valley Television for Palm Desert, Calif. (7m; E3015).
- National Broadcasting Inc. for Washington, D.C. (5m; Hughes; E3016).
- Hi-Net Communications Inc. for Harrisburg, Pa. (5m; AFC; E3017).
- J. D. Cablevision for Payette, Idaho (5m; S-A; E3018).
- Oneida Cablevision of Oneida, N.Y. (4.5m; Andrews; WJ38).
- Douglas Communications of West Tennessee Inc. for Newbern, Tenn. (5m; FTW; WP81).
- Fredonia Cablevision for Fredonia, N.Y. (4.6m; S-A; WZ52).
- Arlington Telecable Inc. for Arlington, Tex. (5m; S-A; E3058).
- Mavis Masterson for Arma, Kan. (5m; S-A; E3058).
- M/A-Com. Inc. for Catawba, N.C. (4.6m; Prodelin; E3059).
- American Satellite Co. for Naval Air Facility, Midway Island (7.7m; S-A; E3060).
- American Telephone & Telegraph Co. for Lancaster, Pa. (10m; E3061).
- Bureau County Cablevision for Ladd, Ill. (4.6m; S-A; E3062).
- Giles CATV Inc. for Narrows, Va. (5m; AFC; E3063).
- Satellite Business Systems for Tucson, Ariz. (7.7m; Hughes; E3064).
- Satellite Business systems for Tacoma, Wash. (7.7m; Hughes; E3065).
- American Telephone & Telegraph Co. for Cedar Hill, Tex. (12m; Andrews; E3067).
- American Telephone & Telegraph Co. for Lilburn, Ga. (12m; Andrews; E3068).
- American Telephone & Telegraph Co. for Lisle, Ill. (12m; Andrews; E3066).
- Cylix Communications Network Inc. for Dallas, Tex. (4.6m; S-A; E3069).

NOTE

ONLY THE FOLLOWING PACES OF THIS

PUBLICATION HAVE BEEN FILMED

Cover 1, p. 5, 84, 86, 89,

133, 152, 154, 156, 164-

168.

New optimism
for 10 khz

NAB

Second thoughts
on low power

Broadcasting Apr 13

The News Magazine of the Fifth Estate □ Vol. 100 No. 15

50th Year □ 1981

With our advanced weather warnings, our viewers can be calm before the storm.

Because our new worldwide hookup gives us reports on what's coming in from foreign shores.

And that means we're giving folks year-round accurate forecasts for the Houston area and its nearby beaches.

So by the time a tropical storm blows in, our viewers are so prepared, they can stand up even under the worst conditions.

KPRC TV HOUSTON

[illegible]

20014KENNEDJ093 7A7 APR/81
J J KENNEDY
013
4920 EAST WEST HWY
SUITE 600 **SAMPLE
WASHINGTON DC 20014

The First
50
Years Of
Broadcasting
1956
□
PAGE 159

Broadcasting Apr 13

The Week in Brief

TOP OF THE WEEK

HOPE FROM OTTAWA ☐ Canada's support of 10 khz channel spacing heartens NAB which promptly asks U.S. to follow lead and abandon stand in favor of 9 khz. **PAGE 27.**

LOW-POWER TV FLAGGED DOWN ☐ FCC imposes virtual freeze on acceptance of new LPTV and translator applications as it digs through thousands of pending bids. **PAGE 28.**

BRING IN THE CAMERAS ☐ Baker leads assault on tradition, arguing for TV coverage of Senate. Long, Ford and Warner disagree. **PAGE 29.**

REACHING OUT AND TOUCHING SOME MORE ☐ Packwood bill would drop certain restrictions on AT&T and permit its entry in home video via subsidiary. **PAGE 30.**

GOLDWATER CUTBACKS ☐ Public broadcasters offer differing views, but generally accept reductions and switches in funding under bill. **PAGE 31.**

TELETEXT COMES TO L. A. ☐ First major-market on-air test in U.S. of French Antiope system is under way at KNXT and KCET. **PAGE 32.**

CHALLENGE TO 4A's ☐ New Chairman Don Johnston tells Boca Raton annual meeting that deregulation affords opportunity to show effectiveness of self regulation. **PAGE 33.**

AT LARGE

NEITHER GLOOM NOR DOOM ☐ Vincent Wasilewski has steered NAB through many storms in his 16 years as president. Now, in special pre-convention interview, he explains his confidence that broadcasters can cope with issues of '81 and so-called new technologies. **PAGE 39.**

SPECIAL REPORT

UPBEAT TO VEGAS ☐ Bolstered by deregulation and other encouraging Washington vibrations, delegates to this week's NAB convention are getting preview of their new vistas and chance to examine new media. **PAGE 58.** Rundown of Las Vegas agenda. **PAGE 60.**

MEDIA

MAINSTAY FOR NEWS ☐ Latest Roper study for TIO affirms that TV continues to be source of information for most people. **PAGE 84.**

LAW & REGULATION

GETTING INTO THE ACT ☐ In wake of past failures to complete comprehensive rewrite of Communications Act, 97th Congress is thinking of legislation on more selective basis. Here is comparison of major bills. **PAGE 105.**

PROGRAMING

NEW IN SKIES ☐ New satellite radio programing services announced by RKO and Burkhart. **PAGE 118.**

JOURNALISM

FIRST AMENDMENT SHOWDOWN ☐ Case involving *60 Minutes* and restaurant chain is under way in New Jersey court. **PAGE 136.**

BUSINESS

NETWORK RADIO LOOKING UP ☐ Mutual's Rubenstein tells why he expects that segment of broadcasting to increase its share of advertising dollar. **PAGE 144.**

1956

THE 'BROADCASTING' YEARS ☐ More than dozen hearings on broadcast-related matters took place, with Magnuson probe alone consuming 31 days. Ampex stole show at NARTB convention with its new videotape recorder. **PAGE 159.**

PROFILE

NOT FENCED IN ☐ Jerry Lee is an idea man, game to try anything. And it has paid off for him as president of WEAZ(FM) Philadelphia, member of NAB board and current revitalizing force for Broadcast Pioneers. **PAGE 191.**

Bottom Line 146
Business Briefly 8
Changing Hands 150
Closed Circuit 7
Datebook 14
Editorials 194
Fates & Fortunes 187
For the Record 164
In Sync 135
Intermedia 97
Monday Memo 24
Monitor 131
News Beat 143
Open Mike 22
Playback 133
Stock Index 148

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc. 1735 DeSales Street, N.W. Washington D.C. 20036. Second-class postage paid at Washington D.C. and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ ABC Video Enterprises 67-69 □ ASCAP Inside Front Cover □ Accuracy in Media 23 □ American Entertainment Institute 40 □ American Petroleum Institute 154 □ Ampex 52-53 □ Associated Press 20-21 □ Association of American Railroads 137 □ BMI 63, 119 □ Barclay American Credit 131 □ Beck-Ross Communications 10 □ Blackburn & Co. 150 □ Bogner Broadcast Products 94 □ Bonneville International 87 □ Bridal Fair 112 □ British Information Services 102 □ Broadcast Personnel 187 □ Broadcast Programming Inc. 51 □ CBS Cable 56-57 □ CBS Radio 9 □ CSI Electronics 88 □ Chamber of Commerce of the United States 71 □ Christal Company 11 □ Christian Science Monitor 18, 90, 100-101 □ Cinema Products 96 □ Compact Video Sales 19 □ Compact Video Services 123 □ Continental Electronics 79 □ R.C. Crisler 75 □ Drake-Chenault 14, 89, 97, 109, 133, 135, 141, 143, 165 □ Edison Electric 147 □ Fetzer Stations 42 □ First Com Broadcasting 47 □ Foundation for Christian Living 110 □ Fuji Photo USA 149 □ Gilmore Group 136 □ Gold Key 129 □ Heller-Oak 151 □ Hitachi 117 □ Ikegami 85 □ Insurance Information Institute 108 □ International Tapetronics 191 □ JVC 107 □ KPRC-TV Front Cover □ KXAS-TV 95 □ Katz 50, 98-99 □ Live Sound 138 □ Lorimar Productions 76-77 □ Lotus Reps 127 □ MCA-TV 6 □ Robert O. Mahlman Inc. 112 □ Jack Masla & Company 4 □ McCurdy Back Cover □ Media People 189 □ William M. Mercer Inc. 128 □ Metromedia Radio 3 □ Midwest Corporation 132 □ Mobil 145 □ George W. Moore & Assocs. 164 □ More Music 72 □ Mutual Broadcasting System 125 □ NBC Affiliates 73 □ NBC Radio 26 □ NEC Inside Back Cover □ National Guard Bureau 25 □ Net Enterprises 134 □ Oak Communications 104 □ Otari 113 □ Paramount 36-37 □ Petry TV Inc. 93 □ Philips Broadcast Equipment 155 □ Quality Media Corporation 179 □ RKO Radio Network 59 □ Radio Advertising Bureau 111 □ Research Group 54 □ St. Joe Lead 74 □ Satellite Communications Network 153 □ Seltel 38 □ Sheridan Broadcasting 62 □ Sony 80-81 □ Standard Rate & Data Service 130 □ Station Business Systems 84 □ Storer 48-49 □ Studio Film & Tape 114 □ Joe Sullivan & Associates 78 □ Sunbelt Network 43 □ Syncom 122 □ 3M 115 □ Telepictures 44-45 □ Television Center 86 □ Thomson-CSF 64-65 □ Torbet Radio 55 □ Turner Broadcasting 139 □ United Press International 121 □ Viacom 12-13, 15-17 □ WCCO-TV 35 □ WINS 61 □ WSPA-TV 158 □ Warner Brothers Television 41 □ Western Union Telegraph Co. 82-83 □ Westwood One 8 □ Wold Communications 140 □ World Tower 51 □ World Wide Bingo 122 □ Youngs, Walker & Co. 116 □ Zenith Radio Corporation 142

The Media

The public's opinion of TV

Roper/TIO poll shows television continues to be main source of news for most people; credibility standing rises even higher

Television has increased its lead as the dominant information medium, and continues to get high marks for believability, fairness and general performance as well, according to the latest in a series of national public opinion polls by the Roper Organization Inc., a leading independent research firm.

Results of the study, 12th in a series conducted by Roper since 1959 on behalf of the Television Information Office, are being released today (April 13) by Roy Danish, TIO director, at the National Association of Broadcasters convention in Las Vegas.

The study, conducted in November 1980, found that 64% of the respondents named television among the media from which they get most of their news. That's three percentage points below the figure in the last poll, conducted in 1978. But TV's lead over newspapers, the second-place medium, increased to 20 points, the widest margin ever, as newspapers slipped by five points.

The question on the sources of most news allowed respondents to name more than one source. But almost 40% of the respondents named only television, according to TIO, which said this also represented a gain for TV since the 1978 poll.

On the basis of total mentions, with the data for all media adding up to 100%, TIO calculated that television's share was 47%, up a point from 1978, while newspapers' was 33%, down a point, and all others' was 20%, unchanged from two years earlier.

Television also increased its lead as the most believable medium—and for the first time ranked number one as the source of news about candidates in local elections. (It has long been the leading source of news about state and national candidates.)

Television got 44% of the votes, and newspapers got 36%, when respondents were asked to name the source from which they became best acquainted with candidates running in local elections. Two years ago, newspapers were given the nod by 45% to television's 39%. Other sources named in the new survey included radio, 6%; people, 11%, and magazines, 2%.

The poll also probed for effects of the TV debate between Jimmy Carter and Ronald Reagan during the presidential campaign. Nearly two-thirds of the respondents said they watched, but 93% said it had no effect on their decision to vote or not vote. However, 13% said the debate either helped them decide on whom to vote for, or changed their choice from one candidate to the other. And 27% said the debate helped them decide who, in their opinion, was the better candidate. More of those who voted for Reagan (36%) found it helpful in that respect than did those who voted for Carter (19%) or independent candidate John Anderson (27%).

Nearly seven out of 10 respondents (69%) felt that TV news had treated Carter and Reagan fairly in its coverage of their presidential campaigns, but only a little more than half (54%) thought as well of its coverage of Anderson's campaign. Of those who disagreed, Reagan was seen as getting the better of it: 19% thought coverage favored him as opposed to 7% who thought Carter had been favored, while 17% thought Carter was treated unfairly, as compared with 5% for Reagan. Only 3% thought Anderson had been favored in coverage, and 30% thought he received unfair treatment.

Well over half the respondents (57%) thought there was a "proper balance" between political left and right among persons given an opportunity to express their views on TV. Among the others, the left was seen as being the beneficiary, named by 12% as against 9% who thought the right was favored. More than one out of five (22%) said they didn't know or failed to answer the question.

Similarly, 62% said they thought TV news and information programs present "a pretty balanced view of what's happening," while 11% said the presentations lean to the left, 7% said they lean to the right and 20% had no answer.

As it has since 1961, the study found TV the most believable news source. Asked which they would believe if they heard conflicting stories in four major media, 51% chose television, 22% newspapers, 8% radio and 9% magazines. Compared with the 1978 study, those totals represent a gain of four percentage points for television, a decline of one each for newspapers and radio and no change for

REASONS WHY
BUSINESS COMPUTERS
SHOULD COME FROM US

1 Our BAT® Systems Are BETTER
That Makes Us WORTH IT.

2 Our Systems Do MORE.
That Makes Us UNIQUE.

3 We're from YOUR INDUSTRY
That Makes Us YOURS.

Since 1973 BAT® Business Computer Systems have been installed at more Radio and TV Stations, large or small. For a FREE analysis of your needs and costs, call (800) 243-5300, or collect (203) 622-2400, or write 600 West Putnam Avenue, Greenwich, CT 06830. See us at NAB Booth 509.

STATION BUSINESS SYSTEMS
a division of
CONTROL DATA CORPORATION

magazines.

The study, for the first time, took a look at public attitudes toward the portrayal of women, minorities, the elderly and others on television entertainment shows. Shown a list and asked to call off those whose portrayal had "annoyed or bothered" them, 40% said "none" and 7% didn't answer. The portrayal of women who are homemakers was most frequently criticized, mentioned by 24%; of blacks, second (23%) and of the elderly, third (21%). Others: doctors, 17%; women who hold jobs, 16%; Hispanics, also 16%; blue-collar workers, 11%; lawyers, 10%; business executives, also 10%; union leaders, 8%, and white-collar workers, 6%.

Going at the question another way, the study asked the sample to rate the portrayal of women and men, separately, in TV entertainment shows. Slightly more than half (51%) felt that the portrayal of women was good (47%) or excellent (4%), while 43% thought it was not very good (28%) or poor (15%). The portrayal of men was rated good by 56%, excellent by 5%, not very good by 23% and poor by 9%.

The poll also explored parental viewing habits. It found that parents and children spend relatively few hours watching TV together: Among all parents, the median hours of *daily* TV viewing was put at two hours 53 minutes, while the median hours of *weekly* viewing with their children was two hours 58 minutes, or about one day's worth. And 10% of the parents said they never watch with their children.

Those who do watch with their children, however, tended to find it easier to discuss sensitive subjects—such as sex, drugs, religion—with their children: 14% said it often does and 34% said it occasionally does, as opposed to 23% who said it rarely helps and 13% who said it never does.

The idea of having commercials in children's programs continued to command support—but not quite as much as in prior years. Among the total sample, 32% said there should be no commercials in such programing, a gain from 28% in 1978, while 59% said it was all right to have them, a decline from 65% two years ago. Similar trends were apparent when the respondents were broken into groups according to those whose children were under 6 years of age, those whose children were 6 or older and those with children both under and over 6.

The highest vote against commercials in children's programs was among parents whose children were all under 6 years old: 39% of that group voted no to commercials, 55% thought commercials were all right. The highest vote holding such commercials acceptable was among parents who had children both under and over 6: In that group, 66% said yes, 32% no.

Among those in the total sample who voted no to commercials in children's programs, 56% said they favored eliminating them even if it meant considerably reducing the number of children's programs, a gain of six percentage points since 1978. Those who would favor keeping the commercials in order to keep the programs

Roper/TIO poll results

"First, I'd like to ask you where you usually get most of your news about what's going on in the world today—from the newspapers or radio or television or magazines or talking to people or where?"

	59 %	61 %	63 %	64 %	67 %	68 %	71 %	72 %	74 %	76 %	78 %	80 %
Source of most news:												
Television	51	52	55	58	64	59	60	64	65	64	67	64
Newspapers	57	57	53	56	55	49	48	50	47	49	49	44
Radio	34	34	29	26	28	25	23	21	21	19	20	18
Magazines	8	9	6	8	7	7	5	6	4	7	5	5
People	4	5	4	5	4	5	4	4	4	5	5	4
All mentions	154	157	147	153	158	145	140	145	141	144	146	135
Don't know or no answer (DK/NA)	1	3	3	3	2	3	1	—	—	—	—	—

"If you got conflicting or different reports of the same news story from radio, television, the magazines and the newspapers, which of the four versions would you be most inclined to believe—the one on radio or television or magazines or newspapers?"

	59 %	61 %	63 %	64 %	67 %	68 %	71 %	72 %	74 %	76 %	78 %	80 %
Most believable:												
Television	29	39	36	41	41	44	49	48	51	51	47	51
Newspapers	32	24	24	23	24	21	20	21	20	22	23	22
Radio	12	12	12	8	7	8	10	8	8	7	9	8
Magazines	10	10	10	10	8	11	9	10	8	9	9	9
Don't know/ no answer	17	17	18	18	20	16	12	13	13	11	12	10

THE
TELEVISION
CENTER
INCORPORATED

EXPERTS IN LOW POWER TELEVISION
AND ORIGINATION SERVICES

Suite 801
1629 "K" St., N.W.,
Washington, D.C. 20006
(202) 822-9290

represented 35%, down from 41% two years ago.

As in the past, television came out on top when respondents were asked to rate the performance of various local institutions: 68% said their TV stations were doing an excellent or good job, as against 65% who said the same for churches, 62% for police, 60% for newspapers; 47% for schools, and 36% for local government.

The survey was conducted in approximately 2,000 personal interviews last November among respondents selected to represent a national cross-section of the U.S. population aged 18 and over. A booklet by Roper giving the complete questions and data will be made available in May through the TIO, 745 Fifth Avenue, New York 10151, at 65 cents a copy.

Who gave how much to whom on the Hill: AT&T leads the pack

Telecommunications interests have been contributing generously to the campaigns of congressional leaders. That is one of the points made in Common Cause's recently published "Money, Power & Politics in the 97th Congress."

According to figures compiled by Common Cause from Federal Election Commission records, AT&T has been leading the way with largesse among telecommunications interests, contributing close to $60,000 to the campaigns of 54 congressional chairmen and leaders in their most recent election attempts. But also donating substantially to those campaigns have been the National Association of Broadcasters, which has contributed close to $20,000; Signal Companies Inc. (49% owner of Golden West Broadcasters), which has contributed about $12,000, and the National Cable Television Association, which has contributed about $5,000.

Following are listed the chairmen and leaders of both the House and Senate and the telecommunications money they received for their most recent campaigns.

Senate

Senator Howard Baker (R-Tenn.), Senate majority leader, in 1978 received $2,800 from AT&T, $250 from General Telephone and Electronics Corp., $1,750 from NAB, $750 from NCTA, $200 from National Telephone Cooperative Association, $500 from the U.S. Independent Telephone Association, and $500 from Signal Companies Inc. Baker also collected a $1,000 honorarium from CBS Inc. during 1979.

□

Senator Robert Byrd (D-W.Va.), Senate minority leader, in 1976 received $200 from NAB and $100 from NCTA.

□

Senator William Cohen (R-Me.), chairman of the Select Committee on Indian Affairs, in 1978 campaign received $450 from AT&T, $500 from NAB, $100 from NCTA, $300 from U.S. Independent Telephone Association and $1,000 from Signal Companies Inc.

□

Senator Alan Cranston (D-Calif.), Senate minority whip, in 1980 received $3,700 from AT&T, $2,000 from GTE, $1,000 from MCA Inc., $1,000 from NAB and $1,500 from Signal Companies Inc.

□

Senator Robert Dole (R-Kan.), chairman of the Finance Committee, in 1980 campaign received $3,000 from AT&T, $300 from Continental Telephone Corp., $1,000 from Filmways Inc., $250 from MCA Inc., $250 from U.S. Independent Telephone Association, $1,000 from Harris Corp., $500 from Signal Companies Inc. and $500 from Transamerica Corp.

□

Senator Pete Domenici (R-N.M.), chairman of Budget Committee, in 1978 received $1,000 from AT&T, $450 from NAB and $200 from U.S. Independent Telephone Association.

□

Senator Jake Garn (R-Utah), chairman of Banking, Housing and Urban Affairs Committee, in 1980 received $2,000 from AT&T, $100 from Continental Telephone Corp., $500 from NAB, $250 from U.S. Independent Telephone Association, $2,500 from Harris Corp. and $600 from Signal Companies Inc.

□

Senator Barry Goldwater (R-Ariz.), chairman of Select Committee on Intelligence and Communications Subcommittee, in 1980 campaign received $4,300 from AT&T, $200 from Continental Telephone Corp., $200 from GTE, $500 from MCA Inc., $2,000 from NAB, $950 from NCTA, $400 from U.S. Independent Telephone Association, $2,200 from Harris Corp., $2,400 from Signal Companies Inc. and $300 from Transamerica Corp. Goldwater also received a $1,500 honorarium from NAB in 1979.

□

Senator Mark Hatfield (R-Ore.), chairman of Appropriations Committee, in 1978 received $1,000 from AT&T, $500 from NAB, $200 from U.S. Independent Telephone Association and $300 from Signal Companies Inc.

□

Senator Jesse Helms (R-N.C.), chairman of Agriculture, Nutrition and Forestry, in 1978 received $800 from AT&T, $450 from NAB, $250 from NCTA, $400 from U.S. Independent Telephone Association, $1,000 from Harris Corp. and $500 from Signal Companies Inc.

□

Senator Charles Mathias (R-Md.), chairman of Rules and Administration Committee, in 1980 campaign received $2,200 from AT&T, $250 from MCA Inc., $500 from NAB, $250 from NCTA and $1,000 from Signal Companies Inc.

□

Senator James McClure (R-Idaho), chairman of Energy and Natural Resources Committee, in 1978 campaign received $1,000 from AT&T, $500 from NAB and $400 from U.S. Independent Telephone Association.

□

Senator Robert Packwood (R-Ore.), chairman of Commerce, Science and Transportation Committee, in 1980 campaign received $6,000 from AT&T, $150 from Continental Telephone Corp., $300 from NAB and $200 from U.S. Independent Telephone Association.

□

Senator Charles Percy (R-Ill.), chairman of Foreign Relations Committee, in 1978 campaign received $1,400 from AT&T, $250 from GTE, $500 from NAB, $200 from National Telephone Cooperative Association, $500 from 20th Century-Fox Film Corp., and $875 from Signal Companies Inc. Percy also got a $100 honorarium from McGraw-Hill Book Co.

□

Senator William Roth (R-Del.), chairman of the Governmental Affairs Committee, in 1976 received $200 from NAB and $200 from U.S. Independent Telephone Association.

□

Senator Alan Simpson (R-Wyo.), chairman of Veterans' Affairs Committee, in 1978 campaign received $750 from AT&T and $500 from NAB.

□

Senator Robert Stafford (R-Vt.), chairman of Environment and Public Works Committee, in 1976 received $300 from NAB and $300 from U.S. Independent Telephone Association.

□

Senator Strom Thurmond (R-S.C.), chairman of Judiciary Committee, in his 1978 campaign received $1,450 from AT&T, $1,000 from NAB, $600 from NCTA, $100 from National Telephone Cooperative Association, $500 from U.S. Independent Telephone Association and $1,000 from Harris Corp.

□

Senator John Tower (R-Tex.), chairman of Armed Services Committee, in 1978 received $300 from AT&T, $500 from GTE, $500 from NAB, $200 from U.S. Independent Telephone Association, $300 from Harris Corp. and $300 from Signal Companies Inc.

□

Senator Lowell Weicker (R-Conn.), chair-

Drake-Chenault
PROGRAM SERVICES
Country, Adult Contemporary, Top 40
MOR, Black, Big Band, Beautiful Music
AT THE NAB—LAS VEGAS HILTON
or call (213) 883-7400

Ratings Roundup

After six successive prime-time victories, CBS-TV was knocked out of the winner's circle for the week ended April 5. Packing the ratings punch of the *Academy Awards,* a *Barbara Walters Special* and the first two-hour episode of its *Masada* mini-series, ABC-TV turned in the week's best ratings average.

From March 30 through April 5, ABC scored a 19.1 rating and 30 share to CBS's 18.4/29 and NBC's 16.1/26.

The *Academy Awards* presentation, delayed 24 hours due to the assassination attempt on President Reagan, brought Oscar's lowest TV score ever (BROADCASTING, April 6), but its 31.0/58 was enough to give ABC the week's top-rated program. *Walters* placed fifth on the list of 63 programs, with a 27.4/42, and *Masada* part I was seventh with a 27.1/40.

During the week, however, CBS continued to collect the most winning nights: Monday, Thursday, Friday and Sunday. ABC took Tuesday and Saturday. NBC won Wednesday, the only night it had shows above a 30-share, aside from a *CHiPs* episode on Sunday.

On Monday, when the networks returned to entertainment schedules following news coverage of the Reagan assassination attempt, CBS was the clear victor with *M*A*S*H, House Calls* and *Lou Grant* (9-11 p.m. NYT) averaging a 24.7/37. NBC, with the NCAA basketball championship (8:15-10:30 p.m.) scored a 20.5/29. ABC, with *Show Business* and *John Denver* specials (8:30-10:30 p.m.), averaged a 17.0/24.

Elsewhere of ratings note, CBS's new series, *Nurse,* with former *Waltons* star Michael Learned, scored well, with an 18.3/31. But NBC continued to fare poorly with its "Project Peacock" ratings—the episode, *My Father the Circus King* garnering only a 14.5/23.

The First 20

1.	*Academy Awards* special	ABC	31.0/58
2.	*Dallas*	CBS	30.0/53
3.	*60 Minutes*	CBS	28.1/46
4.	*Dukes of Hazzard*	CBS	27.4/44
5.	*Barbara Walters Special*	ABC	27.4/42
6.	*M*A*S*H*	CBS	27.2/38
7.	*Masada* (Part I)	ABC	27.1/40
8.	*House Calls*	CBS	26.7/38
9.	*Love Boat* (two-hour episode)	ABC	25.6/45
10.	*Lou Grant*	CBS	22.4/36
11.	*Archie Bunker's Place*	CBS	21.6/34
12.	*Diff'rent Strokes*	NBC	21.6/33
13.	*Greatest American Hero*	ABC	21.1/33
	Real People	NBC	21.1/33
15.	*NCAA Championship Series:* "Indiana vs North Carolina" (special)	NBC	20.7/29
16.	*Mork & Mindy*	ABC	20.6/32
17.	*One Day At A Time* (hour episode)	CBS	20.6/30
18.	*Alice*	CBS	20.5/29
19.	*Quincy, M.E.*	NBC	19.9/33
20.	*Magnum, P.I.*	CBS	19.9/31

The Final Five

59.	*More Wild Wild West* (movie)	CBS	10.9/17
60.	*Vampire* (movie)	ABC	9.8/16
61.	*That's My Line*	CBS	9.7/17
62.	*NBC Magazine*	NBC	9.2/16
63.	*Riker*	CBS	8.9/16

NBC shuffles its prime-time deck

It rearranges time slots for six faltering shows, kills one

NBC-TV last week announced new time periods for six of its series now in the ratings doldrums. Moving are *NBC Magazine with David Brinkley, Hill Street Blues, Nero Wolfe, BJ and the Bear, Walking Tall* and *The Gangster Chronicles.* Dropping off the schedule is *Buck Rogers.*

NBC Magazine, consistently the week's lowest-rated show in its Saturday 10-11 p.m. (NYT) slot where it competes against CBS-TV's top-rated *Dallas,* moves to Thursday 8-9 p.m., effective April 23. That's the same night ABC-TV schedules its newsmagazine *20/20* at 10-11 p.m.

Hill Street Blues, now Saturday 10-11 p.m., switches to Tuesday 9-10 p.m. April 28. A two-hour *Hill Street* will be offered the Tuesday before, from 9 to 11 p.m.

Nero Wolfe shifts from Friday 9-10 p.m. to Tuesday 10-11 p.m. as of April 28.

BJ and the Bear, now Tuesday 9-10 p.m., will be tried on Saturday 9-10 p.m., beginning April 18.

Walking Tall moves from Tuesday 10-11 p.m. to Saturday 10-11 p.m.

Gangster Chronicles, now Saturday 9-10 p.m., will be seen Friday from 10 to 11 p.m. beginning May 8. On Fridays, April 24 and May 1, *Chronicles* will air from 9 to 11 p.m.

The schedule shifts leave no regular slot for *Buck Rogers,* which has been running in the time period now slated for *NBC Magazine.*

According to NBC Entertainment President Brandon Tartikoff, the "moves are part of a comprehensive plan designed to permit widest possible viewer sampling in different competitive situations before the announcement of our fall schedule on April 30." NBC also will be airing more pilots as well as specials during that period.

Play Back

Over Atlantic. WOR(AM) New York has gone international, broadcasting its 7 a.m. to 12 noon schedule from London. Live broadcasts are being fed by satellite from Duke of York's theater in London to New York. John A. Grambling will serve as anchorman, supported by WOR personalities Arlene Francis, Sherrye Henry, Joan Hamburg and Don Criqui. Guests on *Live From London* special programing will include stage, screen and television personalities and British government leaders.

□

Laughter on the air. Hollywood-based From Studio B is syndicating collection of comedy bits created and performed by disk jockey Rick Dees on his morning radio shows over KHJ(AM) Los Angeles and WHBQ(AM) Memphis. Custom package includes 130 vignettes.

□

In the marketplace. MJI Broadcasting Inc., New York, is offering to radio stations on barter basis daily, 90-second program titled *Sportsline with Reggie Jackson,* on which New York Yankee baseball star will interview and profile outstanding athletes.

□

First fives. The top five songs in **contemporary radio airplay,** as reported by BROADCASTING'S *Playlist:* (1) *Morning Train* by Sheean Easton on EMI/America; (2) *Kiss On My List* by Hall & Oates on RCA; (3) *Just the Two Of Us* by Grover Washington Jr. on Elektra; (4) *While You See a Chance* by Steve Winwood on Island/Warner Bros.; (5) *Keep On Loving You* by REO Speedwagon on Epic. The top five in **country radio airplay:** (1) *Falling Again* by Don Williams on MCA; (2) *A Headache Tomorrow* by Mickey Gilley on Epic; (3) *Old Flame* by Alabama on RCA; (4) *Hooked On Music* by Mac Davis on Casablanca/Polygram; (5) *I Am the Dreamer/Rest Your Love* by Conway Twitty on MCA.

THE WEEKLY
TOP THIRTY
THE RADIO SHOW
Talks With The Stars
Featured guests this week include
BLONDIE PLUS HALL & OATES
Talk With Us at the NAB or Call Drake-Chenault—213-883-7400

WOKF(FM) Clearwater, Fla., last year to separate buyers (BROADCASTING, Aug. 25, 1980), and also sold WGIV(AM) Charlotte, N.C. (BROADCASTING, March 16), and bought, subject to FCC approval, WTLC(FM) Indianapolis (BROADCASTING, March 30). WKTQ is on 1320 khz with 5 kw full time.

■ Other approved station sales include: WVLV(AM) Lebanon, Pa., and WFGM(FM) Fairmont, W. Va. (see "For the Record," page 170).

Network advertising rookies nudge billings past $5 billion mark

Fifty-four first-time users of network television were among the 550 companies that pushed network TV billings across the $5-billion mark in 1980 for the first time.

The 54, nine of which invested $1 million or more in network TV during the year, were identified by the Television Bureau of Advertising along with the other 504, together with estimates of their individual investments as compiled by Broadcast Advertisers Reports.

The nine newcomers who topped $1 million in network spending were identified as McDonnell Douglas Corp., $4,659,800; Denny's Inc. (fast food restaurants), $4,432,100; Minnetonka Inc. (soft soap), $4,125,800; Realty World Inc. (realtor), $2,562,200; Armor All Products (auto protectant), $1,768,600; S.S. Pierce Co. (Seneca frozen apple juice), $1,538,200; Deere & Co. (lawn and garden equipment) $1,239,800; Shearson Loeb Rhoades (investment firm), $1,186,500, and Frederick Purdue Co. (Senokot laxative), $1,052,100.

P&G, long-time front-runner, reached the $361,066,700 mark with a 25% increase over 1979. General Foods kept a good grasp on second place despite a 1% decline to $201,488,400. Ford Motor Co. moved into third with $125,701,500, up 30% from 1979. American Home Products ranked fourth on a 1% boost to $123,911,900, with General Motors close behind at $123,498,900, up 5%.

The year's 558 companies and their estimated network TV expenditures are listed below. Estimates are by BAR. An asterisk identifies first-time network advertisers.

Rank		TV Expenditures
117	Abbott Laboratories	8,928,700
329	Ace Hardware	1,425,200
217	Adolph Coors	3,259,300
447	Advance Publications*	330,600
515	Aero Mayflower Transit	80,400
373	AFL-CIO	953,100
506	Agway	104,300
398	Aladdin Industries	737,900
94	Alberto Culver	13,109,200
248	Alleghany Corp	2,534,100
522	Alleghany Pharmacal*	70,000
187	Aluminum Company of America	4,442,300
358	American Airlines	1,056,300
166	American Bankers Association	5,272,900
527	American Biltrite	61,900
151	American Brands	5,956,400
194	American Can	4,215,600
65	American Cyanamid	19,293,900
239	American Dairy Association	2,665,800
302	American Egg Board	1,755,400
68	American Express	18,725,300
388	American Florists Marketing Council	830,900
198	American Gas Association	3,836,000
542	American Hardware Supply*	28,200
255	American Hoechst	2,461,300
4	American Home Products	123,911,900
74	American Motors	17,733,900
313	American Safety Razor	1,560,900
20	AT&T	57,388,100
249	AMF	2,530,900
229	Amway	3,006,300
430	Anchor Hocking	463,300
300	Anderson Clayton & Co	1,778,200
368	Anderson for President Committee	1,009,300
14	Anheuser-Busch	65,423,500
481	Archer Daniels Midland*	171,000
497	Arkansas Louisiana Gas	115,100
301	Armor All Products*	1,768,600
507	Armstrong Rubber	104,100
227	Asahi Optical	3,050,900
223	Ashland Oil	3,132,400
183	Associated Film Distribution	4,526,900
556	Atlantic Aviation*	6,000
105	Atlantic Richfield	10,755,800
297	Avco	1,846,100
111	Avon Products	9,865,000
355	Azrak-Hamway International	1,076,300
334	Bache Group	1,309,800
539	Baker for President Committee	37,400
544	Bancal Tri-State	24,100
120	Banfi Products	8,693,400
411	Bausch & Lomb	589,000
37	Bayer A G	35,073,600
163	Beatrice Foods	5,346,100
29	Beecham Group	43,523,800
231	Beiersdorf	2,966,000
258	Bell & Howell	2,416,900
208	Bendix	3,484,200
286	Beneficial	1,987,200
387	Benjamin Moore	834,700
112	Bic Pen	9,810,400
331	Binney & Smith	1,352,900
104	Black & Decker	10,830,700
95	Block Drug	12,732,700
150	Blue Bell	6,009,200
442	Blue Coral*	353,000
377	Boehringer Manheim	920,700
202	Boeing	3,726,800
75	Borden	17,589,000
413	Borg Warner	567,000
109	Milton Bradley	10,245,300
547	Brioschi	20,600
6	Bristol Myers	106,061,100
453	Brown Group	295,300
172	Brown-Forman Distillers	5,000,500
477	Brunswick	193,700
536	C C Development*	43,400
133	Cadbury Schweppes	7,729,100
493	California Iceberg Lettuce Commission	125,200
284	Calif.-Oregon-Wash.-Dairyman Association	1,998,400
233	California Raisin Advisory Board	2,926,900
460	California Strawberries Advisory Board	265,900
76	Campbell Soup	16,403,000
524	Canandaigua	65,400
98	Canon	12,294,900
57	Carnation	22,817,600
142	Carter for President Committee	7,068,100
93	Carter Wallace	13,121,400
385	Carter William	837,900
394	Castle & Cooke	760,000
436	Castle Toys	420,400
168	CBS	5,200,600
502	Cerveceria Moctezuma*	110,100
161	Champion Spark Plug	5,387,700
319	Chanel	1,520,400
191	Chattem Drug & Chemical	4,353,300
25	Chesebrough Ponds	49,038,300
15	Chrysler	65,289,900
164	Church & Dwight	5,323,500
73	Ciba-Geigy	17,840,000
97	Citicorp	12,336,700
516	Classic Laboratories*	79,700
466	Clopay*	252,300
28	Clorox	44,490,500
19	Coca Cola	57,897,300
360	Coit International	1,042,000
240	Coleco	2,656,300
32	Colgate Palmolive	40,096,900
47	Columbia Pictures	27,121,000
196	Combe	4,004,400
154	Comerco	5,875,200
489	Communications Satellite*	135,000
211	Connecticut General Insurance	3,366,800
170	Conoco	5,110,400
30	Consolidated Foods	43,293,300
241	Continental Corp.	2,654,700
553	Conwood	11,300
554	Copersucar	7,800
432	Cordura	446,500
137	Corning Glass Works	7,396,600
130	Cosmair	7,912,800
260	Cotter & Co.	2,359,600
155	Cotton Inc.	5,834,800
66	CPC International	19,211,800
511	Creative Tools	87,800
213	Credit Union Associates	3,340,400
363	Crum & Forster	1,029,500
185	Culbro	4,519,700
391	Cutter Labs	765,700
310	Daimler-Benz	1,624,700
528	Dana Corp.	58,000
433	Dana Perfumes	446,400
26	Dart & Kraft	48,200,300
296	De Beers Consolidated Mines	1,849,600
474	Dean Witter/Reynolds	213,300
339	Deere*	1,239,800
487	Del Labs	147,600
496	Delaware Management Fund	116,400
437	Dell Publishing	419,900
189	Dennys*	4,432,100
475	Diet Centers	206,400
141	Walt Disney Productions	7,206,200
366	Doric Foods	1,021,300
92	Dow Chemical	13,202,500
288	Dow Jones	1,955,700
378	DPF	918,200
143	Dr Pepper	6,932,100
78	Du Pont	15,728,800
269	Dunkin Donuts	2,260,500
287	Eastern Air Lines	1,963,400
38	Eastman Kodak	34,694,200
491	Jack Eckerd Corp.*	133,700
205	Electronic Realty Association	3,554,600
409	Eli Lilly	603,000
327	Emerson Electric	1,461,800
379	Emery Air Freight	916,200
395	Entex Industries	756,100
31	Esmark	41,854,800
110	Exxon	9,891,200
234	Faberge	2,872,500
157	Federal Express	5,704,900
299	Fibic	1,804,800
356	Fidelity Electronics	1,074,900
408	Fieldcrest Mills	605,400
102	Firestone Tire & Rubber	11,045,000
467	Flambeau Products	249,500
203	Fleet	3,689,300
89	Florida Citrus Commission	13,725,400
181	Florists Transworld Delivery Association	4,572,500
393	FMC	762,000
3	Ford	125,701,500
406	Foremost-McKesson	606,700
267	Fotomat	2,281,400
138	Fuji Heavy Industries	7,277,500
478	GAF	189,900
330	Gallery of Homes	1,396,900
67	E. & J. Gallo Winery	18,970,200
292	Garan	1,907,400
40	General Electric	32,986,800
2	General Foods	201,488,400
275	General Host	2,116,600
11	General Mills	75,751,000
5	General Motors	123,498,900

Rank		TV Expenditures
435	General Signal	425,800
135	General Telephone & Electronics	7,603,900
216	General Tire & Rubber	3,282,500
226	Georgia Pacific	3,065,800
18	Gillette	59,509,700
261	Gold Seal Products	2,348,600
281	B. F Goodrich	2,016,000
108	Goodyear Tire & Rubber	10,336,000
495	Gott Manufacturing	117,800
113	Grand Metropolitan	9,590,500
54	Greyhound	24,155,100
58	Gulf & Western	22,681,400
485	Gulf Oil	159,900
279	Haggar	2,069,000
90	Hallmark Cards	13,569,800
427	Hardees Food Systems	491,800
492	Hardwick Stove	128,200
220	Harlequin Enterprises	3,226,500
402	Hart Schaffner & Marx	667,600
192	Hartz Mountain	4,257,100
293	Hasbro	1,890,800
500	Hastings	113,100
461	Hearst	265,600
268	L. S. Heath & Sons	2,280,700
264	G. Heileman Brewing	2,290,800
52	H. J. Heinz	24,740,100
232	Helene Curtis	2,935,800
61	Hershey Foods	21,328,600
44	Heublein	30,293,000
218	Hillenbrand Industries	3,249,200
222	Hilton Hotels	3,198,800
540	Hitachi*	32,800
337	Hobart	1,263,400
118	Holiday Inns	8,900,300
79	Honda Motor	15,625,200
315	Hoover Co.	1,556,500
294	Hormel	1,884,800
529	Houghton Mifflin	56,400
307	Household Finance	1,673,800
459	Huffy*	272,900
551	Hurst	14,300
236	Husky Oil	2,816,900
165	E. F Hutton	5,292,400
367	Hygrade Food Products	1,016,900
125	IC Industries	8,462,500
417	Idaho Potato Commission	540,000
308	Ideal Toy	1,654,100
270	IFI International	2,244,500
415	Illfelder Toy	557,800
145	Inter Bank	6,782,200
451	Inter North	301,500
81	IBM	14,777,200
282	International Harvester	2,002,700
159	International Nickel	5,547,800
304	International Spikes	1,696,200
70	ITT	18,270,100
177	Jaguar Rover Triumph	4,764,500
455	James Industries	287,800
87	Jeffrey Martin	14,187,500
488	Jel Sert	143,700
289	Jenos	1,950,400
513	Jerry Gross Organization*	82,700
8	Johnson & Johnson	90,471,500
55	S. C. Johnson & Son	23,330,900
501	Jones Dairy Farm*	111,400
171	K Mart	5,060,100
336	K-Tel International	1,284,500
126	Keebler	8,375,900
17	Kellogg	59,803,200
247	Kemper Group	2,539,100
518	Kennedy for President Committee	74,200
504	Kentucky Department of Tourism*	109,200
414	Kero-Sun*	564,200
396	Keyes Fibre	755,400
439	Kikkoman International	379,900
72	Kimberly Clark	18,107,000
325	Kiplinger Washington Editors	1,470,400
456	Knots*	283,100
352	Kraco Enterprises	1,123,200
545	Kristy Wells	22,400
428	Kusan	485,100
557	L J N Products	3,900
424	La Rouche For President Committee	508,800
470	La-Z-Boy Chair	225,200
254	Lanier Business Products	2,462,000
188	Lee Pharmaceuticals	4,437,300
309	Lego Systems	1,632,400
354	Leisure Dynamics	1,082,000
519	Leland Energy*	74,200
370	Lennox Industries	1,004,700
12	Lever Brothers	74,111,800
353	Libertarian Party	1,087,500
369	Liberty Mutual Insurance	1,008,000
476	Life Insurance Co. of Georgia	202,000
160	Litton	5,393,100
525	Loctite	63,200
190	Loews	4,363,600
520	Lorentzen Levolor	73,900
512	M. Lowenstein & Sons	84,000
291	Lowes	1,930,300
425	J. Lyons & Co.	507,200
77	M C A	15,976,800
429	M J B	483,300
405	Mannington Mills	612,100
416	Manor Care*	547,100
365	Maremont	1,022,500
34	Mars	36,689,200
450	Matex	305,800
242	Matsushita	2,649,100
83	Mattel	14,556,600
85	Oscar Mayer	14,438,500
228	Maytag	3,036,000
22	McDonalds	53,588,300
178	McDonnell Douglas*	4,659,800
338	Mead Products	1,257,900
558	Mego International	3,000
541	Melville	31,900
298	MEM	1,823,300
312	Memorex	1,594,400
84	Mennen	14,495,200
444	Mentholatum	348,400
426	Meredith*	497,200
380	Merle Norman Cosmetics	912,000
127	Merrill Lynch	8,086,600
140	Metropolitan Life Insurance	7,207,100
162	Michelin Tire	5,374,900
195	Minnetonka*	4,125,800
148	Minolta	6,381,400
404	Minwax	622,900
482	Mirror Bright Polish*	171,000
121	Mobil	8,666,400
295	Monroe Auto Equipment	1,863,100
348	Monsanto	1,128,900
454	Mony-Mutual of New York	290,000
43	Morton-Norwich	31,190,200
33	Nabisco	39,151,400
534	National Appliance*	44,900
384	National Association of Realtors	852,500
237	National Association of Insurance Agents	2,719,700
230	National Automotive Parts	2,976,700
550	National Bakeries Services	15,000
116	National Bankamericard	8,940,500
221	National Fed/Coffee Grws/ Colombia	3,213,600
469	National Fisheries Institute*	226,700
320	National Grape Cooperative	1,520,200
464	National Gypsum	257,200
332	National Railroad Passenger	1,327,600
374	National Retail Hardware Association*	942,100
257	National Union Electric	2,425,300
403	Nationwide Insurance	642,600
35	Nesfood	35,993,900
265	New York Life	2,286,300
509	New York Times	103,000
71	Nissan Motor	18,150,000
361	Nissin Foods	1,042,000
351	NL Industries	1,125,300
91	North American Philips	13,270,000
238	North American Systems	2,717,700
107	Northwest Industries	10,515,200
209	Northwestern Mutual Life	3,474,300
514	Norton*	81,200
48	Norton Simon	26,734,000
46	Noxell	28,092,700
472	O'Conner Products*	217,400
235	Ocean Spray Cranberries	2,864,500
523	Ohio Art	67,400
390	Olin	796,800
149	Olympia Brewing	6,299,500
129	Olympus Camera	7,947,600
473	Orange Bowl Committee	215,700
441	Owens Country Sausage	353,600
438	Owens Illinois	406,000
144	Owens-Corning Fiberglas	6,831,500
182	Pabst Brewing	4,528,200
381	Paine Webber Jackson & Curtis	878,400
259	Pan American World Airways	2,396,900
510	Parker Pan	96,600
69	J. C. Penney	18,579,100
274	Pennwalt	2,156,800
156	Pennzoil	5,764,400
434	Pentel	441,200
468	Penthouse International	242,000
9	Pepsico	88,822,100
448	Petersen	323,600
53	Pfizer	24,301,700
7	Philip Morris	97,392,200
122	Phillips Petroleum	8,630,000
484	Philmon & Hart Labs	160,400
555	Physician Mutual Insurance*	7,200
23	Pillsbury	53,254,900
346	Pioneer Electronic	1,167,400
347	Pittway	1,156,200
45	Polaroid	29,812,500
457	Polyglycoat	278,300
283	Ponderosa	2,002,600
486	Postal Instant Press	148,300
443	PPG	352,100
480	Pressman Toy	186,200
412	Pritzker Family	581,600
1	Procter & Gamble	361,066,700
114	Prudential	9,558,000
176	Publishers Clearing House	4,802,400
359	Frederick Purdue*	1,052,100
340	Purex	1,223,300
546	Puritans Fashions*	22,000
410	Purolator	591,800
490	Qantel	134,400

CONFUSED ABOUT OIL

Call **'Ask the API'**
A weekly 60-second taped response to consumers' questions

Available Free
WATS Line Number

800-424-8038

For Details call: 202 457-7035

American Petroleum Institute

Rank		TV Expenditures
27	Quaker Oats	46,653,600
224	Quaker State	3,108,200
341	Questor	1,221,200
183	Rachengold-Werk	4,215,900
13	Ralston Purina	73,386,200
253	Ramada Inns	2,478,800
206	Raytheon	3,508,700
63	RCA	19,873,800
276	Readers Digest	2,090,300
131	Reagan for President Committee	7,847,300
246	Realty World*	2,562,200
244	Remington	2,605,800
382	Renfield Importers	873,900
225	Republican National Committee	3,067,100
50	Revlon	25,305,600
463	Rexall	258,100
174	Reynolds Metals	4,877,100
103	R. J. Reynolds	11,025,500
24	Richardson Merrell	49,885,200
538	A. H. Robins	38,900
252	Roman Meal	2,482,400
316	Rorer Group	1,551,200
158	Royal Crown Cola	5,663,400
357	Rubbermaid	1,072,600
421	Rush-Hampton Industries*	526,200
272	Rust-Oleum	2,188,600
303	Ryder	1,741,800
328	SCM	1,436,800
317	S. S. Pierce*	1,538,200
446	SSS	332,000
214	Safeco	3,332,400
471	Safeway*	218,500
440	Sambos	360,000
321	Sandoz-Wander	1,519,500
537	Sasson Jeans*	41,700
136	Vidal Sassoon Inc.	7,515,800
184	Savin Business Machines	4,526,600
199	Savings & Loan Foundation	3,827,300
36	Schering-Plough	35,242,700
462	Schieffelin	264,400

Rank		TV Expenditures
51	Jos. Schlitz Brewing	24,802,200
503	C. Schmidt & Sons	110,100
458	Schwinn Bicycle	276,400
167	Scott Paper	5,250,800
101	Seagrams	11,207,300
263	Sealy	2,297,200
251	Searle	2,483,200
10	Sears, Roebuck	86,951,500
431	Selchow & Righter	463,100
322	Sentry Insurance	1,491,700
350	Serta	1,125,800
423	Sharp	514,000
343	Shearson Loeb Rhoades*	1,186,500
134	Shell Oil	7,689,400
201	Sherwin Williams	3,774,100
483	Shinsei	170,300
549	Sidney A. Tarrson*	18,000
401	Singer	672,100
422	Skil	520,000
543	Skyline	24,800
59	Smithkline	22,529,100
364	J. M. Smucker	1,026,800
465	Snelling & Snelling	255,700
180	Sony	4,580,700
548	Source Securities*	20,100
123	Southland	8,573,600
311	Specialty Brands	1,612,600
243	Sperry	2,631,900
419	Spring Air	530,900
49	Squibb	25,439,700
386	St. Regis Paper	837,300
146	A. E. Staley Mfg.	6,763,900
152	Standard Brands	5,942,100
335	Standard Oil	1,292,700
197	Stanley Works	3,954,400
508	Stanwood	104,100
153	State Farm	5,939,000
21	Sterling Drug	56,790,400
400	Sterns Nursery	693,500
531	Stihl American	50,200
80	Levi Strauss	14,962,400

Services

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass 02138
Phone (617) 876-2810

AERONAUTICAL CONSULTANTS
Tower Location Height Studies
FAA Negotiations
JOHN CHEVALIER, JR.
AVIATION SYSTEMS ASSOCIATES, INC.
1650 So Pacific Coast Hwy
Redondo Beach CA 90277
(213) 378 2281

DOWNTOWN COPY CENTER
FCC Commercial Contractor
AM-FM-TV & NRBA lists—tariff updates-search services-mailing lists, C.B., Amateur, etc.
1114 21st St., N.W.,
Wash., D.C. 20037 202 452-1422

dataworld inc
AM • FM • TV
Translators/Low Power TV
Allocation Studies/Directories
1302 18th St., N.W., Suite 502
Washington, D.C. 20036
(202) 296-4790

DON'T BE A STRANGER
To Broadcasting's 157,000* Readers. Display your Professional or Service Card here. It will be seen by the decision-making station owners and managers, chief engineers and technicians, applicants for AM FM TV and buyers of broadcasting services.
*1977 Readership Survey showing 4.4 readers per copy

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022

Rank		TV Expenditures
333	Stride Rite	1,323,600
169	Stroh Brewery	5,118,500
445	Suffolk Marketing	333,800
280	Sun	2,029,300
285	Sunbeam	1,997,700
179	Sunkist	4,649,900
326	Suzuki	1,469,800
371	TDK Electronics*	994,300
494	Talley	119,400
173	Tampax	4,947,300
132	Tandy	7,826,400
498	Tasty Baking	114,800
383	Taylor Rental*	853,400
376	Teledyne	932,400
533	Tenders*	48,100
372	Tenneco	977,500
99	Texaco	11,631,200
290	Texas Instruments	1,93[illegible],300
212	Textron	3,363,700
60	Thompson Medical	22,047,900
119	Time	8,791,600
499	Times-Mirror	113,800
106	Timex	10,572,700
245	Tomy	2,586,000
389	Tonka	819,100
418	Tootsie Roll	532,500
273	Toro	2,175,500
517	Total Petroleum*	77,900
420	Totes	526,700
62	Toyo Kogyo	20,335,100
56	Toyota	22,945,300
449	Trailway	314,700
375	Trane*	936,400
86	Trans World	14,225,100
96	Transamerica	12,388,800
323	Travelers	1,484,800
452	Travelodge*	297,500
262	TRW	2,308,600
342	Turtle Wax	1,193,600
124	UAL	8,491,000
41	Union Carbide	31,752,800
552	Union Oil	14,200
204	Uniroyal	3,645,900
344	United Aircraft	1,186,100
219	United Brands	3,245,500
399	United Brotherhood of Carpenters*	726,700
521	United Gilsonite Labs	73,600
82	United States Armed Forces	14,771,200
532	United States Golf Association	49,100
250	United States Government	2,506,400
175	United States Tobacco	4,818,200
271	United Technologies	2,203,000
349	Unity Buying Service	1,127,600
147	Upjohn	6,510,100
479	Usair*	189,300
305	V F	1,677,100
64	Volkswagen	19,434,700
345	Jim Walter	1,168,600
256	Wang Laboratories	2,454,800
42	Warner Communications	31,431,600
16	Warner-Lambert	63,167,100
362	Washington Post	1,038,900
200	Wausau Insurance	3,817,500
530	Victor F. Weaver	51,000
215	Wella	3,300,600
115	Wendy's International	9,036,400
535	Western Air Lines	43,900
505	Western Textile*	104,500
210	Westinghouse	3,383,800
186	Weyerhaeuser	4,482,000
407	Wham O	605,800
139	Whirlpool	7,234,200
392	Wienerschnitzel International	765,100
314	Wilkinson Match	1,559,900
318	Wine Imports of America	1,526,400
397	Witco Chemical	744,800
278	Wolverine World Wide	2,080,200
306	Woolworth	1,676,200
39	Wrigley	34,127,600
100	Xerox	11,464,700
207	Yamaha	3,484,800
526	Yonezawa*	61,900
277	W. F. Young	2,081,400
266	Zale	2,283,600
128	Zenith	8,084,500
88	20th Century-Fox Film	13,950,200
324	3M	1,484,000

FCC reports 25.6% drop in radio profits in 1979

The FCC has released the final, corrected and official version of its 1979 radio financial figures, reporting total radio revenue of $2,873,600,000, up 9% from the previous year. But radio's profits were down considerably in 1979, totaling $231,400,000—a decline of 25.6% from 1978's $311,100,000.

The revised radio figures, added to the earlier television report, reflect total net revenues of $10,748,800,000 for the broadcasting industry, up 12.6% from 1978. BROADCASTING had calculated last winter that industry revenues in 1979 totalled $10.6 billion (BROADCASTING, Dec. 22, 1980).

Of 7,655 stations in operation in 1979, 7,207 reported financial data: 4,253 AM's; 1,438 FM's filing a combined report with an AM; 681 FM's associated with an AM but filing a separate report, and 835 FM independents.

Of those reporting, 6,893 were in operation for the full year and 314 were in operation for only part of 1979. Four hundred and forty-eight stations in operation during all or part of 1979 did not report.

The $231.4 million in radio profits broke down this way: national networks, $15.9 million; AM's and AM-FM combinations, $157 million; FM independents, $13.5 million; FM's associated with an AM but filing separately, $45 million.

Of the 4,079 AM's and combinations reporting, 60% reported profits and 40% reported losses, while 64% of 658 FM's associated with AM's but filing separately reported profits and 36% reported losses. Of the 753 independent FM's filing, 52% reported profits and 48% reported losses. The average profit of an AM or combination for 1979 was $118,910, while the average loss was $78,317. For FM's associated with an AM but filing separately, the average profit was $166,456, the average loss $100,579. The average profit for an independent FM was $123,225, the average loss $86,620.

Advertisers spent $3,172,400,000 on radio in 1979, up 9.0% from 1978. Of that total, $138,500,000 was for network advertising (up 9.6%), $637,300,000 for national and regional spot (up 7.6%), and $2,396,600,000 for local advertising (up

1. The radio and television broadcast services' 1979 totals of revenues, expenses and income, for networks and stations

	1979	1978	% Increase 1978-79
Broadcast revenues			
Radio	$2,873,600,000	$2,635,300,000	9.0
Television	7,875,100,000	6,913,000,000	13.9
INDUSTRY TOTAL	**10,748,800,000**	**9,548,300,000**	**12.6**
Broadcast expenses			
Radio	2,642,200,000	2,324,200,000	13.7
Television	6,184,900,000	5,265,900,000	17.5
INDUSTRY TOTAL	**8,827,100,000**	**7,590,200,000**	**16.3**
Broadcast income (before federal income tax)			
Radio	231,400,000	311,100,000	−25.6
Television	1,690,200,000	1,647,100,000	2.6
INDUSTRY TOTAL	**1,921,600,000**	**1,958,200,000**	**− 1.9**

Notes: 1979 radio data covers the operations of the nationwide networks (CBS, MBS's two networks, NBC and ABC's three AM networks and one FM network), 4,253 AM and AM-FM stations, 1,438 FM stations filing a combined report with the AM, 681 FM stations associated with AM stations but reporting separately in 1979, and 835 independent FM stations. This data also includes the compensation paid by other (regional, state etc.) networks to affiliated stations, but does not include the revenues retained by these other networks, or their expenses. Radio data for 1978 covers the operations of the nationwide networks, 4,316 AM and AM-FM stations, (1,479 FM stations filing a combined report with the AM), 655 associated FM's that reported separately and 777 independent FM stations. TV data for 1979 covers the operations of three networks and 723 stations. TV data for 1978 covers the operations of the three networks and 714 stations. Figures may not add to totals because of rounding.

OUR COLORADO ASSOCIATE

Bob W. Treadway

College graduate with degree in radio-TV. 16 years of broadcast experience including management and radio consulting. Call him at 303/632-3780

George MOORE & Associates, Inc.

MEDIA BROKERS AND APPRAISERS

6116 N. Central Expressway
Dallas, Texas 75206 214/361 8970
424 Pine Ave Colorado Springs,
Colorado 80906 303/632 3780

2. Breakdown of revenues and expenses for radio stations

Broadcast revenues	AM and AM/FM stations[1]		FM stations[2]	
	Individual Items	Totals	Individual Items	Totals
A. Revenues from the sale of station time:				
(1) Network				
Sale of station time to networks:				
Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges)	$18,047,000		$2,409,000	
Sale of station time to other networks (before line or service charges)	2,865,000		703,000	
Total		$20,912,000		$3,112,000
(2) Nonnetwork (after trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers).				
Sale of station time to national and regional advertisers or sponsors	471,347,000		164,492,000	
Sale of station time to local advertisers or sponsors	1,777,160,000		606,382,000	
Total		2,248,507,000		770,874,000
Total sale of station time		**2,269,419,000**		**773,986,000**
B. Broadcast revenues other than from sale of station time (after deductions for trade discounts but before cash discounts and before commissions):				
(1) Revenues from separate charges made for programs, materials, facilities, and services supplied to advertisers or sponsors in connection with sale of station time:				
(a) to national and regional advertisers or sponsors	1,130,000		324,000	
(b) to local advertisers or sponsors	9,853,000		2,131,000	
(2) Other broadcast revenues	17,486,000		6,229,000	
Total broadcast revenues, other than from time sales		28,469,000		8,635,000
C. Total broadcast revenues		2,297,888,000		782,671,000
(1) Less commissions to agencies, representatives, and brokers (but not to staff salesmen or employes) and less cash discounts	218,385,000		86,102,000	
D. Net broadcast revenues		2,079,503,000		696,569,000[3]
E. Joint AM/FM reports				
FM revenues from sale of station time (after discounts, commission, etc.)	187,023,000			
FM revenues from providing functional music or other special services	2,902,000			
Other FM revenues	1,012,000			
Total	190,937,000[4]			

Chart 2 continues on page 166

9.3%). These amounts include commissions to advertising agencies, representatives, brokers and others, but do not include advertiser-supplied commercials or programs.

The eight national radio networks (CBS, Mutual Broadcasting's two networks, NBC and ABC's three AM networks and one FM network) showed a profit of $15.9 million (up 3.2%) against broadcast revenues of $96.5 million. (up 6.9%).

Broadcast revenues of the 17 AM and 18 FM network-owned-and-operated stations were $155.5 million, up 6.2% from 1978 when there was one more network radio O&O station (ABC's KXYZ[AM] Houston, which was sold to Slater Broadcasting Co. for $1.8 million [BROADCASTING, Feb. 5, 1979]). The profit decline for that group was close to the industrywide downturn: 25.1%, to a total of $21,258,000.

Revenues for the 7,172 other radio stations were $2,621,600,000, up 9.3% from 1978, while profits dropped 27.3% from that year to $194,300,000.

Of the 378 stations reporting revenues of more than $1 million, 297 reported earning a profit while 81 reported losses. Of those reporting a profit, 119 said they earned $500,000 or more; 78 reported earnings in the $250,000-$500,000 range; 60 in the $100,000-$250,000 range, 24 in the $50,000 and $100,000 range, four between $25,000 and $50,000; six between $10,000 and $25,000; one between $5,000 and $10,000, and five earned less than $5,000.

The radio industry reported a total of 94,427 employes, with a total payroll of $1,188,185,000. Full-time employes totalled 70,580 and part-time employes totalled 23,847. The national radio networks employed a total of 979 of whom only 43 were part-time. The national network payroll totalled $25,546,000. The network radio O&O's employed 2,193 of whom 213 were part-time, with a payroll totaling $57,716,000. The remaining stations employed a total of 91,255 persons—67,664 full-time and 23,591 part-time—with a payroll figure totaling $1,104,923,000.

Drake-Chenault
PROGRAM SERVICES
Control of costs · Control of sound
AT THE NAB–LAS VEGAS HILTON
or call (213) 883-7400

Chart continued from page 165

Broadcast expenses

	AM and AM/FM stations[1]		FM station[2]	
	Individual Items	Totals	Individual Items	Totals
Technical expenses:				
Technical payroll*	73,359,000		18,282,000	
All other technical expenses	64,118,000		22,301,000	
Total technical expenses		137,477,000		40,583,000
Program expenses:				
Payroll* for "talent" and all other program employes	350,551,000		97,041,000	
Rental and amortization of film and tape	2,093,000		1,433,000	
Records and transcriptions	8,085,000		3,842,000	
Cost of outside news service	29,493,000		6,037,000	
Payments to talent other than reported above	11,825,000		2,678,000	
Music license fees	49,069,000		16,762,000	
Other performance and program rights	25,154,000		4,274,000	
All other program expenses	81,907,000		27,944,000	
Total program expenses		558,178,000		160,011,000
Selling expenses:				
Selling payroll*	254,978,000		93,448,000	
All other selling expenses	169,033,000		79,749,000	
Total selling expenses		424,011,000		173,197,000
General and administrative expenses:				
General and administrative payroll*	212,957,000		62,023,000	
Depreciation and amortization	107,105,000		38,377,000	
Interest	66,813,000		23,253,000	
Allocated costs of management from home office or affiliate(s)	53,061,000		21,660,000	
Other general and administrative expenses	361,645,000		117,674,000	
Total general and administrative expenses		801,581,000		262,986,000
Total broadcast expenses		1,921,247,000		635,777,000

Broadcast income

	AM and AM/FM stations	FM station
Broadcast revenues	2,080,084[5]	697,051,000[5]
Broadcast expenses	1,923,012[5]	638,598,000[5]
Broadcast operating income or (loss)	157,072,000	58,454,000

---

[1] Includes 5,691 AM and AM/FM combination stations. Does not include 681 FM stations that are associated with AM's but reported separately.

[2] Includes 681 FM stations that are associated with AM stations but which reported separately, and 835 independent FM stations.

[3] Excludes 1,060 AM/FM stations that reported FM revenues of $190,937,000.

[4] Of the 1,438 FM stations that filed a combined report with AM's, 1,060 FM's reported revenues.

[5] Stations reporting less than $25,000 in total revenues are not required to report revenues and expenses but are required to report income. Therefore, totals in revenues and expenses are somewhat larger than income totals.

*Payroll includes salaries, wages, bonuses and commissions. Total payroll for AM/FM's: $891,846,000; for FM's: $270,793,000.

Note: Totals may not add due to rounding.

3. Network and station breakouts

Broadcast revenues, expenses and income	Networks[1]	% change from 1978	35 owned-and-operated AM and FM stations[2]	% change from 1978	7,172 other AM, FM and AM/FM stations[3]	% change from 1978	Total networks and stations	% change from 1978
Sales to advertisers for time, program talent, facilities, and services								
Network sales	$136,548,000	9.8						
Deduct: Payments to owned-and-operated stations	2,208,000	13.4						
Deduct: Payments to other affiliated stations	19,818,000	16.7						
Retained from network sales	114,522,000	8.6	$ 2,408,000	21.8	$ 21,616,000[2]	14.0	$ 138,546,000	9.6
Nonnetwork sales[4]								
to national and regional advertisers	—	—	72,339,000	2.7	564,955,000	8.3	637,294,000	7.6
to local advertisers	—	—	111,859,000	7.6	2,284,731,000[3]	9.4	2,396,590,000	9.3
Total nonnetwork sales	—	—	184,198,000	5.6	2,849,686,000	9.2	3,033,884,000	8.9
Total sales to advertisers	114,522,000	8.6	186,606,000	5.8	2,871,302,000	9.2	3,172,430,000	9.0

Chart 3 continues on page 167.

Broadcast revenues, expenses and income	Networks[1]	% change from 1978	35 owned-and-operated AM and FM stations[2]	% change from 1978	7,172 other AM, FM and AM/FM stations[3]	% change from 1978	Total networks and stations	% change from 1978
Sales to other than advertisers	2,781,000	3.2	298,000	7.2	23,417,000	10.4	26,496,000	9.5
Total sales	117,303,000	8.5	186,904,000	5.8	2,894,119,000	9.2	3,198,926,000	9.0
Deduct: Commissions to agencies, representatives, etc.	20,800,000	13.8	31,398,000	4.0	273,089,000	8.5	325,287,000	8.4
Total broadcast revenues	96,503,000	7.4	155,506,000	6.2	2,621,630,000	9.3	2,873,639,000	9.0
Total broadcast expenses	80,585,000	8.2	134,248,000	13.7	2,427,361,000	13.9	2,642,194,000	13.7
Total income (before federal income tax)	15,918,000	3.7	21,258,000	(25.1)	194,269,000	(27.3)	231,445,000	(25.6)

---

[1] CBS, MBS (2 networks), NBC, and ABC's 3 AM networks and 1 FM network.

[2] Includes $13,568,750 in compensation from regional networks. The balance differs from the amount reported by the networks as payment to other affiliated stations because of differences in accounting methods.

[3] Since stations with less than $25,000 in revenues do not report a detailed breakdown, the total revenue of those stations is included in this item. Therefore, a small amount of network and national non-network time and program sales may be included here.

*Year to year comparisons should be made with caution because stations are not consistent in the way they classify national/regional versus local sales.

4. How many radio stations won, how many lost

Number of AM and AM/FM[1] stations reporting profit or loss, by volume of total broadcast revenues, 1979
(Stations operating full year only)

			Stations reporting profits of:									
	Total number of stations reporting	Number of stations reporting profits	$500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	378	297	119	78	60	24	4	2	2	2	1	5
$500,000 to $1,000,000	595	421	1	13	124	149	68	13	16	18	12	7
$250,000 to $500,000	1,189	749			46	187	205	64	68	80	44	54
$200,000 to $250,000	462	265			2	35	76	22	28	26	35	41
$150,000 to $200,000	514	304				18	76	20	38	53	48	51
$100,000 to $150,000	545	266				9	39	22	26	44	57	69
$75,000 to $100,000	189	88					5	12	8	14	21	28
$50,000 to $75,000	138	42					2	1	4	5	15	15
$25,000 to $50,000	51	11								1	5	5
Less than $25,000	17	1										1
Totals	**4,079**	**2,443**	**120**	**91**	**232**	**422**	**475**	**156**	**190**	**243**	**238**	**276**

[1] Excludes 681 FM stations that are associated with AM's but which reported separately.

Number of AM and AM/FM[1] stations reporting profit or loss, by volume of total broadcast revenues, 1979
(Stations operating full year only)

			Stations reporting losses of:									
	Total number of stations reporting	Number of stations reporting profits	$500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	378	81	18	18	21	11	7	1	1	2	2	
$500,000 to $1,000,000	595	174	13	17	40	37	23	6	5	9	11	13
$250,000 to $500,000	1,189	441	5	23	66	76	75	30	36	37	40	53
$200,000 to $250,000	462	197	1	3	19	34	41	9	12	26	17	35
$150,000 to $200,000	514	210		4	20	29	39	17	15	21	24	41
$100,000 to $150,000	545	279		2	14	32	45	19	22	37	47	61
$75,000 to $100,000	189	101			8	13	13	2	12	12	17	24
$50,000 to $75,000	138	96	1		1	9	9	8	7	13	19	29
$25,000 to $50,000	51	40		1	1	4	8		2	2	4	18
Less than $25,000	17	16			2	3	2	1		3	1	4
Totals	**4,079**	**1,635**	**38**	**68**	**192**	**248**	**262**	**93**	**112**	**162**	**182**	**278**
Total both		**4,078**	**158**	**159**	**424**	**670**	**737**	**249**	**302**	**405**	**420**	**554**

[1] Excludes 681 FM stations that are associated with AM's but which reported separately.

Number of independent FM[1] stations reporting profit or loss, by volume of total broadcast revenues, 1979
(Stations operating full year only)

			Stations reporting profits of:									
	Total number of stations reporting	Number of stations reporting losses	$500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	74	59	17	18	18	2	4					
$500,000 to $1,000,000	106	73	1	3	31	20	14		1	3		
$250,000 to $500,000	166	107			8	33	39	6	4	7	7	3
$200,000 to $250,000	68	38				1	12	6	2	7	7	3
$150,000 to $200,000	90	31				2	7	2	4	5	7	4
$100,000 to $150,000	121	50				2	12		5	7	10	14
$75,000 to $100,000	53	18					1	1	5	2	5	4
$50,000 to $75,000	36	8					1			2	2	3
$25,000 to $50,000	26	8						1	1		2	4
Less than 25,000	13	2										2
Totals	**753**	**394**	**18**	**21**	**57**	**60**	**90**	**16**	**22**	**33**	**40**	**37**

[1] Excludes FM stations that are associated with AM's but which reported separately.

Chart 4 continues on page 168.

Chart 3 continued from page 167

Number of independent[1] FM stations reporting profits or loss, by volume of total broadcast revenues, 1979.
(Stations operating full year only)

			Stations reporting losses of:									
	Total number of stations reporting	Number of stations reporting profits	$500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	74	15	5	3	3	2				1		
$500,000 to $1,000,000	106	33	2	8	8	6	2	1	1	3	1	1
$250,000 to $500,000	166	59	1	3	9	16	11	5	3	4	2	5
$200,000 to $250,000	68	30			5	5	7	1	2	2	5	3
$150,000 to $200,000	90	59	1	2	8	7	17	1	7	4	7	5
$100,000 to $150,000	121	71		1	6	8	14	4	7	5	14	12
$75,000 to $100,000	53	35		1	4	6	7	5	5	1	5	1
$50,000 to $75,000	36	28			1	4	9	5	1	3	1	4
$25,000 to $50,000	26	18			1	2	4		3	2	3	3
Less than $25,000	13	11			3		4				3	1
Totals	**753**	**359**	**9**	**18**	**48**	**56**	**75**	**22**	**29**	**25**	**41**	**36**
Total both		**753**	**27**	**39**	**105**	**116**	**165**	**38**	**51**	**58**	**81**	**73**

[1] Excludes FM stations that are associated with AM's but which reported separately

Number of associated[1] FM stations reporting profit or loss, by volume of total broadcast revenues, 1979
(Stations operating full year only)

			Stations reporting profits of:									
	Total number of stations reporting	Number of stations reporting profits	$500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of												
Over $1,000,000	95	81	31	32	11	3	2	1				1
$500,000 to $1,000,000	115	90		17	44	13	11	2	1	1	1	
$250,000 to $500,000	149	107		3	22	41	17	6	5	6	2	5
$200,000 to $250,000	53	31			2	7	7	2		2	8	3
$150,000 to $200,000	64	38				11	15	3	3	3	1	2
$100,000 to $150,000	70	35			1		8	4	6	2	7	7
$75,000 to $100,000	31	12					3	1	1	1	4	2
$50,000 to $75,000	39	15					5		1	2	2	5
$25,000 to $50,000	31	8									2	6
Less than $25,000	11	5									2	3
Totals	**658**	**422**	**31**	**52**	**80**	**75**	**68**	**19**	**17**	**17**	**29**	**34**

[1] Does not include 1,438 FM stations that filed a combined report with the AM

Number of associated[1] FM stations reporting profit or loss, by volume of total broadcast revenues 1979
(Stations operating full year only)

			Stations reporting losses of:									
	Total number of stations reporting	Number of stations reporting lossess	$500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	95	14	6	1	3		2		1		1	
$500,000 to $1,000,000	115	25	3	5	3	5	3	1	1		2	2
$250,000 to $500,000	149	42	1	4	8	6	9		2	4	3	5
$200,000 to $250,000	53	22	1	1	3	5	3	1	2	2	2	2
$150,000 to $200,000	64	26			2	5	7	2	2	1	2	5
$100,000 to $150,000	70	35			1	5	8	5	3	6	4	3
$75,000 to $100,000	31	19			2	1	6	2	1	2	2	3
$50,000 to $75,000	39	24			3	6	5		1	2	4	3
$25,000 to $50,000	31	23		1			1	1	6	3	6	2
Less than $25,000	11	6					2			2		2
Totals	**658**	**236**	**11**	**12**	**25**	**36**	**46**	**12**	**19**	**22**	**26**	**27**
Total both		**658**	**42**	**64**	**105**	**111**	**114**	**31**	**36**	**39**	**55**	**61**

[1] Does not include 1,438 FM stations that filed a combined report with the AM

As compiled by BROADCASTING March 30 through April 3 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM applications

■ Window Rock, Ariz.—The Navajo Nation seeks 660 khz, 50 kw-U. Address: c/o Navajo Film & Media Commission, Box 308 Window Rock 86515. Estimated construction costs: $669,000; first-quarter operating cost: $114,500; revenue: $450,000. Format: Indian culture. Principals: Peter MacDonald, chairman, Navajo Tribal Council; Ray Gilmore, council member and chairman, Navajo Film & Media Commission. They have no other broadcast interests. Filed March 6.

■ Chula Vista, Calif.—LDA Broadcasting Inc. seeks 1040 khz, 1 kw-U. Address: P.O. Box 7067, Carmel, Calif. 93921. Estimated construction costs: $278,000; first-quarter operating cost: $90,000. Format: Contemporary. Principals: Samuel Urcis (89%), R. David Legg (9%), Herbert R. Hunt (2%). Urcis is Carmel-based management consultant. Legg is Houston attorney. Hunt is Silver Spring, Md., consultant. Urcis and Legg are also new TV applicants for San Francisco, Calif. (see below). Filed March 20.

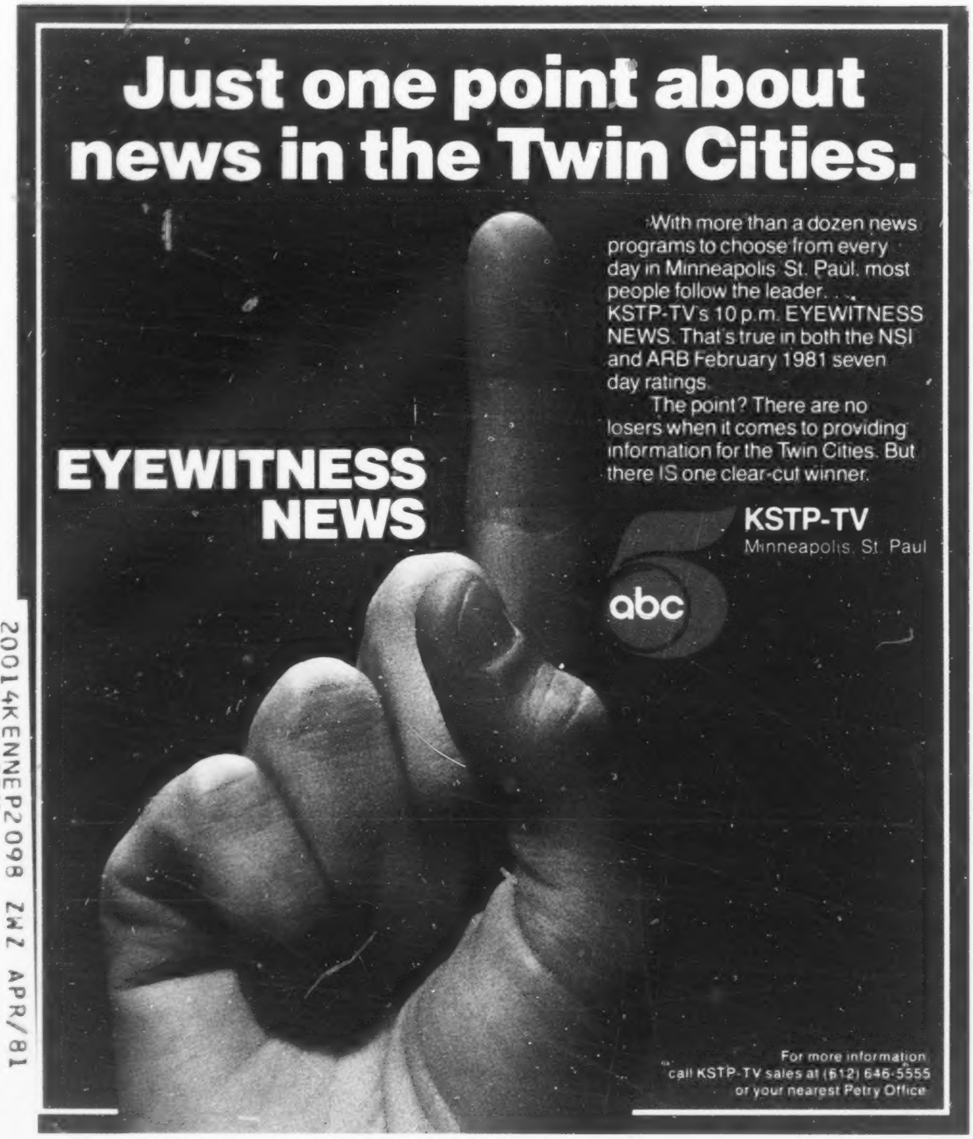
■ Gonzales, Calif.—Gonzales Broadcasters seeks 880 khz, 5 kw-D, 1 kw-N. Address: 4610 Briarwood Drive, Sacramento, Calif. 95821. Estimated construction costs: $78,000; first-quarter operating cost: $98,000; first-year revenue: $ N/A. Format: MOR. Principals: Robert A. Jones, Marvin B. Clapp and Carl J. Auel (one-third each). Jones is La Grange, Ill.-based consulting engineer. Clapp is chief engineer of KEBR(FM) Sacramento and Auel is manager of KEBR. Auel and Clapp also each own 50% of KEWQ(AM) Paradise, Calif., 14.5% of KNCO(AM)

Gavel to gavel at the NAB □ Getting ready
for MIP □ DBS's day at the FCC

Broadcasting Apr 20

The News Magazine of the Fifth Estate □ Vol. 100 No. 16
50th Year □ 1981

[illegible]



Just one point about news in the Twin Cities.

With more than a dozen news programs to choose from every day in Minneapolis St. Paul, most people follow the leader. . . KSTP-TV's 10 p.m. EYEWITNESS NEWS. That's true in both the NSI and ARB February 1981 seven day ratings.

The point? There are no losers when it comes to providing information for the Twin Cities. But there IS one clear-cut winner.

KSTP-TV
Minneapolis, St. Paul

For more information
call KSTP-TV sales at (612) 646-5555
or your nearest Petry Office

20014KENNEP2098 ZWZ APR/81
J P KENNEDY
CIS
4520 EAST WEST HWY ##SAMPLE
SUITE 800
WASHINGTON DC 20014

The First 50 Years Of Broadcasting
1957
□
PAGE 99

Broadcasting Apr20

The Week in Brief

TOP OF THE WEEK

HALLELUJAHS IN VEGAS ☐ Happy sounds of deregulation and other positive trends make 59th annual convention scene for celebration. **PAGE 27.** Bolger, Wasilewski and Cannon set tone. **PAGE 28.** Bob Lee tops off 28 years of FCC service with plea for prudence. **PAGE 29.** DSA winner Madsen calls for more support for World Press Freedom Committee. **PAGE 30.** There is virtual guarantee that 9 khz will not be ratified by Senate. **PAGE 31.** Wirth advises that House committee has only begun to make deregulatory waves. **PAGE 32.** Michel and Hill colleagues prod broadcasters for improvements. **PAGE 33.** FCC-congressional panel optimistic about chances of rewrite bill passage. **PAGE 33.** Copyright controversy flares up in Las Vegas. **PAGE 34.** Broadcasters hear most of what they wanted to hear from Republicans. **PAGE 39.** New AT&T poll-by-phone service gets consensus on broadcaster issues. **PAGE 40.**

NAB CONVENTION: RADIO

Panels counsel delegates on how radio should adjust to its new regulatory freedom. **PAGE 43.** Mutual's DeVos calls for more business pride and leadership in radio. **PAGE 44.** AM's resurgence tied to its service to local audiences. **PAGE 44.** RAB forum emphasizes training and motivation in radio sales. **PAGE 46.** Spanish broadcasters air common complaints in Las Vegas. **PAGE 48.** New technologies seen creating benefits for radio. **PAGE 50.** Radio news panels say emphasis should be on product rather than ratings. **PAGE 51.**

NAB CONVENTION: TV

TVB makes bullish report on medium. **PAGE 52.** Network dominance expected to continue despite inroads of pay and cable. **PAGE 52.** Advocacy advertising is making headway. **PAGE 54.** Local TV news cited as prime weapon against competing media. **PAGE 56.** Focus put on problems and potentials for TV under satellite revolution. **PAGE 56.** STV proponents feel they're in catbird seat. **PAGE 59.** Prescription for small-market TV profitability offered. **PAGE 62.**

NAB CONVENTION: TECHNOLOGY

Freeze on low-power TV doesn't cool interest in new service. **PAGE 68.** Engineering considerations of new technologies move onto front burner alongside social implications. **PAGE 72.** SMPTE panelists update report on digital TV progress. **PAGE 72.** Battle for teletext supremacy brought to Las Vegas. **PAGE 75.**

SPECIAL REPORT

BARGAINING AT MIP-TV ☐ Here's an advance look at the 17th annual forum for international programing deals and business contacts that gets under way in Cannes. **PAGE 77.**

TECHNOLOGY

DBS DAY AT FCC ☐ Discussion slated tomorrow on interim policy issues. **PAGE 79.**

PROGRAMING

WRITERS STRIKE ☐ Pay TV is big issue as WGA walks out. In the wings: negotiations with directors guild. **PAGE 82.**

BUSINESS

ARBITRON EXPANDS ☐ Control Data Corp. will spend $23 million to establish TV meter service of its subsidiary in 10 additional markets. **PAGE 87.**

LAW & REGULATION

DROP-IN MISGIVINGS ☐ Broadcasters, lead by AMST, tell FCC that insertion of 140 short-spaced channels will create more harm than good. **PAGE 93.**

JOURNALISM

FROM CANAVERAL TO EDWARDS ☐ Radio and TV audiences around the world are carried on odyssey into space and back. **PAGE 96.**

1957

THE 'BROADCASTING' YEARS ☐ Networks were given advance warning of coming reforms when the FCC released its Barrow report. And Russia stirred America by putting a Khrushchev on U.S. TV and a Sputnik in the international skies. **PAGE 99.**

PROFILE

CANNINESS AT CANNES ☐ When Bernard Chevry established MIP-TV in 1963, there were many doubters. When the 17th annual international programing marketplace again opens this Friday, there will be more than 3,600 believers. **PAGE 127.**

Index to departments

Business................ 87
Business Briefly.......... 8
Changing Hands......... 88
Closed Circuit............ 7
Datebook................ 15
Editorials.............. 130
Fates & Fortunes...... 123
For the Record......... 103
Journalism.............. 96
Law and Regulation..... 93
Monday Memo........... 20
Open Mike............... 19
Programing.............. 82
Special Report........... 77
Technology............... 79

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■

ABC Television Network 26 ☐ ABC Video Enterprises 16-17 ☐ Accuracy in Media 78 ☐ Aetna Life & Casualty 73 ☐ American Enterprise Institute 90 ☐ Emil Ascher Inc. 95 ☐ Beck-Ross Communications 10 ☐ Blackburn & Co. 88 ☐ Bridal Fair 14, 123 ☐ British Videotext & Teletext 47 ☐ Broadcast Electronics 64 ☐ Broadcast Music Inc. 71 ☐ CBS Radio 49 ☐ Columbia Pictures 9 ☐ Continental Electronics 94 ☐ John Doremus Inc. 53 ☐ Doubleday Back Cover ☐ Enterprise Radio 22-23 ☐ Goodson-Todman Inside Front Cover/Page 3 ☐ Grass Valley Group 4 ☐ Harris 11, 45, 98 ☐ Home Theater Network 76 ☐ ICC Business Research 83 ☐ KDFW-TV 6 ☐ KSTP-TV Front Cover ☐ Katz 42 ☐ Listec 85 ☐ Lorimar 60-61 ☐ Major Market Radio 74 ☐ Metro Weather 84 ☐ Mobil 15 ☐ Multimedia Program Productions 55 ☐ NBC Owned TV Stations 63 ☐ NBC Radio 41 ☐ Panasonic 36-37 ☐ Paramount Television 21, 35 ☐ Mrs. Paul's Kitchen 24-25 ☐ RKO Radio Inside Back Cover ☐ Cecil L. Richards 89 ☐ Satellite Music Network 38 ☐ Selcom 79, 87, 91, 97 ☐ Seltel 81 ☐ Station Business Systems 75 ☐ Tektronix 66-67 ☐ TeleRep 69 ☐ United Press International 65 ☐ WIIC-TV 57 ☐ Warburg, Paribas Becker 92 ☐ Warner Brothers Television 12-13 ☐ Westwood One 8 ☐

Mater's turn to answer CBTV: let the public decide

In NATAS speech, CBS executive expresses faith in individual choice; says 'real majority' will prevail over Moral Majority

Gene Mater, senior vice president, policy, CBS/Broadcast Group, has aimed a rebuttal against the Coalition for Better Television, claiming that its methods are an infringement of the "real majority's" rights, as the Moral Majority and similar pressure groups hope to determine what is suitable television fare for the public.

Mater's speech, sponsored by the New York chapter of the National Academy of Television Arts and Sciences, served as part two of a discussion brought up two months earlier when the academy lent the podium to a CBTV founder, the Rev. Jerry Falwell.

Referring to the coalition's threats of advertiser boycotts, Mater expressed similar sentiments to those of network chiefs Fred Pierce, president of ABC-TV, Fred Silverman, president of NBC, and Mater's boss Gene Jankowski, president of the CBS/Broadcast Group, at the recent annual meeting of the American Association of Advertising Agencies (BROADCASTING, April 13 and this issue, page 90). All were in agreement that the public should be trusted to make its own programing choices.

Mater charged the Moral Majority with using television as a "scapegoat" for a "whole array of societal problems such as divorce, promiscuity and crime," and suggested, "we would be better advised to find real solutions to real problems, rather than focus on easy, convenient but false answers to real issues."

Mater discussed the "turn off CBS month" (November, 1979) proposed by the Rev. Donald Wildmon, founder of the National Federation for Decency and chairman of the CBTV. The CBS executive declared that more people watched the network that month than others "as individual choice was exercised."

Returning to the boycott issue, and using a CBS show as an example, Mater said, "If an advertiser decides to leave *Dallas*—one of Mr. Wildmon's favorite hated programs, although the real majority disagrees with him—if an advertiser withdraws, someone will take his place." Mater said Dallas would not be cancelled because of lack of advertisers," and added, "We don't intend to respond to the Moral Majority by changing or cancelling programs; we will not comply with them."

After a question from the audience, Mater indicated that he believes the Moral Majority will have a short life, although he expressed concern over a possible trend as a result of this "vocal minority."

Nicholas moves up at Time

HBO veteran heads new strategy development position with parent; move spurs other changes

N.J.Nicholas Jr. is movin' on. Having been associated with Home Box Office for the last five years, as its president, then its chairman and most recently (while retaining the chairman title) as deputy to video group vice president Gerald Levin (with HBO president James Heyworth reporting to him), Nick Nicholas now has a new assignment with HBO's parent corporation, Time Inc. He'll be responsible for "coordinating the strategy development" for Time Inc., and report to the company's president and chief executive, J. Richard Munro.

Nicholas's background, with an MBA from Harvard, was in financial analysis within Time before he moved into the company's new media businesses. Munro, in announcing the appointment, said "Nick has played a leading role in helping to establish the video group as a major contributor to Time Inc.'s profits."

With Nicholas's move, several changes in the reporting structure of Time's Video Group were concurrently announced: HBO President James Heyworth will now report directly to group vice president Levin (as does American Television and Communication chairman Monroe Rifkin); Peter Gross, executive counsel for the video group, gets the title of general counsel, reporting to Levin.

Humdrum weather reports?
Want to beat the competition?
Move ahead and stay ahead with
METRO WEATHER SERVICE
Local and personalized forecasts — from 30 seconds to 5 minutes freshly prepared when you want them; every hour, 2 hours, etc.
Flexible Format • Exclusively in your market
Variety of science features • Warnings and updates at no extra cost
Serving the nation from our Forecast Center at J.F.K. Int'l Airport
Contact: Pat Pagano, Jr. • Craig Weiner
Toll free: (800) 221-4308 • (800) 522-7476
MW

Ratings Roundup

Buoyed by its *Masada* mini-series, ABC-TV made it two winning weeks in a row in the prime-time ratings race.

For the week ended April 12, ABC scored a 19.2 rating and 31 share to CBS-TV's 17.5/29 and NBC-TV's 14.9/24. A week earlier, with strong numbers from the *Masada* opener, *Academy Awards* and *Barbara Walters Special*, ABC was on top with a 19.1/30 (BROADCASTING, April 13)—ending a six-week CBS streak.

For the entire eight-hour *Masada*, ABC averaged a 26.4/41. The network said it pulled 20,540,000 homes per average minute and estimated that 75 million watched all or part of the mini-series. The shares were consistent night-by-night (9-11 p.m. NYT, Sunday, April 4, through Wednesday, April 8): 27.1/40, 25.6/40, 25.7/41 and 27.0/42.

Among all mini-series six hours or longer, ABC said *Masada* placed ninth in ratings and seventh in homes delivered.

The three two-hour *Masada* episodes during the week ended April 12 earned ABC second, fourth and fifth positions in the ratings rankings. (The opener the previous week ranked seventh.)

Also making it into the top-10 were two new CBS series, back-to-back on Monday 8-9 p.m.: *Private Benjamin* (third with a 25.8/39) and *The Two of Us* (eighth with a 22.7/33).

During the week, ABC took Monday through Wednesday (three *Masada* nights) and Saturday (*Eight is Enough, Love Boat, Fantasy Island*). CBS won Thursday, Friday and Sunday. NBC was left without a winning night.

Within the top-20 programs ranked, NBC only had two: *Diff'rent Strokes* (12th with a 20.6/31) and *Real People* (17th with a 19.5/30).

The First 20

1.	*Dallas*	CBS	30.0/54
2.	*Masada* (Part IV mini-series	ABC	27.0/42
3.	*Private Benjamin*	CBS	25.8/39
4.	*Masada* (Part III)	ABC	25.7/41
5.	*Masada* (Part II)	ABC	25.6/40
6.	*60 Minutes*	CBS	25.5/42
7.	*Dukes of Hazzard*	CBS	24.2/41
8.	*Two of Us*	CBS	22.7/33
9.	*Love Boat*	ABC	22.3/39
10.	*M*A*S*H*	CBS	21.9/32
11.	*Peter & Paul* (Part I special)	CBS	21.0/31
12.	*Diff'rent Strokes*	NBC	20.6/31
13.	*Laverne & Shirley*	ABC	20.3/32
14.	*Fantasy Island*	ABC	20.0/39
15.	*All-Star Family Feud* (special)	ABC	20.0/30
16.	*Magnum, P.I.*	CBS	19.7/32
17.	*Real People*	NBC	19.5/30
18.	*Checking In*	CBS	19.4/33
19.	*Happy Days*	ABC	19.4/31
20.	*Convoy* (movie)	ABC	19.2/30

The Final Five

60.	*Those Amazing Animals*	ABC	11.4/19
61.	*What's My Line*	CBS	10.9/19
62.	*Riker*	CBS	10.7/21
63.	*Crazy Times* (movie)	ABC	9.8/17
64.	*NBC Magazine with David Brinkley*	NBC	7.9/14

and 17 others none of whom has other broadcast interests. Buyer: Don Workman (51%), Charles E. Wilkes (36%), Morris Wilkes (10%) and Jack Dale (3%). Workman is Lubbock banker and ranch owner. Charles Wilkes is Lubbock businessman and owns cotton and wheat farm in Swisher County, Tex. His nephew, Morris is former production manager of KFYO(AM) Lubbock. Dale is sales manager and spo-ts director for KRLB(AM) Lubbock of which applicant is licensee. They have no other broadcast interests. Action April 6.

■ KFTN(AM) Provo, Utah (AM: 1490 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Stallion Music Inc. to Mountain States Broadcasting Corp. of Utah for $460,000. Seller is owned by James W. Anderson III (85%), country music recording artist on MCA records, and Dean Booth (15%). Anderson retains minority interest (25%) in buyer. Booth has no other broadcast interests. Other 75% in buyer is owned by L. Dan Lacey III, applicant for new FM in Durango, Colo. Action March 27.

■ WLIH-FM New London, Wis. (FM: 93.5 mhz, 3 kw)—Granted assignment of license from Howard Sanstadt to Bill Haig for $270,000. Sanstadt has no other broadcast interests. Haig is station manager of WTMJ(AM) Milwaukee. He has no other broadcast interests. Action March 27.

Facility Changes

AM applications

■ WMOO(AM) Mobile, Ala.—Seeks CP to change city of license from Mobile to Fairhope, Ala; change hours of operation to U by adding N service with 1 kw; install DA-N; change frequency from 1550 khz to 660 khz; change SL to 1 mile east of Daphane, Ala., and make changes in ant. sys. Ann. April 7.

■ WKEA(AM) Scottsboro, Ala.—Seeks mod. of CP to change TL to just off Ridgedale Road, Scottsboro, and change type trans. Ann. March 24.

■ KGUD(AM) Banning, Calif.—Seeks CP to increase D power from 250 w to 1 kw. Ann. April 7.

■ KCIN(AM) Victorville, Calif.—Seeks CP to change hours of operation to U, by adding N service with 1 kw; increase D power to 1 kw; install DA-N; change frequency from 1590 khz to 670 khz and make changes in ant. sys. Ann. April 9.

■ KYSN(AM) Colorado Springs, Colo.—Seeks CP to increase D power to 5 kw, DA-N and change TL, SL and RC to intersection of Airport Road and Miller Road, Colorado Springs, Colo. Ann. April 9.

■ WWZZ(AM) Sarasota, Fla.—Seeks CP to increase power to 2.5 kw. Ann. April 7.

■ KVDB(AM) Sioux Center, Iowa—Seeks CP to make changes in ant. sys. and increase height of tower. Ann. March 24.

■ WFSR(AM) Harlan, Ky.—Seeks CP to increase power to 5 kw. Ann. April 7.

■ WBAL(AM) Baltimore, MD—Seeks CP to specify additional MEOV's to existing pattern. Ann. March 24.

■ WILD(AM) Boston, Mass.—Seeks CP to change hours of Operation to U by adding N service with 500 W; change D power to 2.5 kw; change frequency from 1090 khz to 720 khz; install DA-2; change TL to Grove and Centre Streets, Boston and make changes in ant. sys. Ann. April 7.

■ WGTR(AM) Natick, Mass.—Seeks mod. of CP to make changes in N standard pattern. Ann. March 4.

■ WABJ(AM) Adrian, Mich.—Seeks CP to change to adjacent the east side of fairgrounds, Adrian, Mich. Ann. March 24.

■ WKBZ(AM) Muskegon, Mich.—Seeks CP to increase D power to 10 kw. Ann. April 7.

■ KPRM(AM) Park Rapids, Minn.—Seeks CP to change hours of operation to U by adding N service with 1 kw; change D power to 2.5 kw; install DA-N; change TL to 1.9 miles east and 1.2 miles south of center of Park Rapids, near Park Rapids, Minn., and make changes in ant. sys. Ann. April 9.

■ KDQQ(AM) Albuquerque, N.M.—Seeks CP to change TL to 10400 Edith Blvd., 1.5 miles north of Albuquerque City limits. Ann. March 24.

■ KABQ(AM) Albuquerque, N.M.—Seeks CP to change frequency from 1350 khz to 660 khz; increase D and N power to 50 kw; install DA-2 and change TL to 2 miles north of Sandoval/Bernalillo County Line at Route 80, N.M. Ann. April 7.

■ WHCU(AM) Ithaca, N.Y.—Seeks CP to change hours of operation to U; change N power to 500 w; change from non-DA to DA-N and make changes in ant. sys. Ann. April 9.

■ WKLB(AM) Manchester, N.Y.—Seeks mod of CP to change TL to 0.4 miles northeast of Liberty Church, north on highway 687 and approximately 1.35 miles west of Manchester, N.Y.; change to non-DA, and specity SL and RC to 109 Richmond Road, Manchester. Ann. April 9.

■ WHAZ(AM) Troy, N.Y.—Seeks CP to change hours of operation to U by adding N service with 1 kw; increase D power to 5 kw; install DA-N; change frequency from 1330 khz to 640 khz; change city of license from Troy to East Greenbush, N.Y.; change TL to southeast intersection of Best Road and Old Troy Road East Greenbush and make changes in ant. sys. Ann. April 9.

■ KSWB(AM) Seaside, Ore.—Seeks CP to change hours of operation to U by adding N service with 500 W; change frequency from 930 khz to 840 khz and make changes in ant. sys. Ann. April 7.

■ WARO(AM) Canonsburg, Pa.—Seeks CP to increase power to 1 kw. Ann. April 7.

■ WEEP(AM) Pittsburgh, Pa.—Seeks CP to change city of license to Hampton Township, Pa.; change hours of operation to U by adding N service with 2.5 kw; install DA-2; change frequency from 1080 khz to 1070 khz; change SL and RC (to be determined), and make changes in ant. sys. Ann. April 9.

■ WKVM(AM) San Juan, P.R.—Seeks mod. of CP to make changes in ant. sys. (change MEOV's to horizontal plane pattern and change line of towers). Ann. March 24.

■ KQKD(AM) Redfield, S.D.—Seeks CP to change hours of operation to U by adding N service with 2.5 kw; increase day power to 50 kw; install DA-2; change frequency from 1380 khz to 870 khz; change TL to 3 miles south of Redfield, and 4 miles west of US highway 281, on Conty Road, 26, Redfield; SL and RC to be determined, and make changes in ant. sys. Ann. April 9.

■ KGBT(AM) Harlingen, Tex.—Seeks CP to add MEOV's toward station WCKY and change type trans. Ann. March 24.

■ KLUB(AM) Salt Lake City, Utah—Seeks CP to make changes in ant. sys. to add new D pattern. Ann. March 24.

FM applications

■ WUAL-FM Tuscaloosa, Ala.—Seeks mod. of CP to make changes in ant. sys.; change TL to 2.5 miles northeast of Duncanville, Ala.; change SL to 7 Bryce Lawn (University), Tuscaloosa; change type trans.; change type ant,. increase HAAT: 523' (H&V) and change TPO. Ann. March 24.

■ KFCM(FM) Cherokee Village, Ark.—Seeks mod. of CP to make chgs. in ant. sys.; change type trans.; change type ant. (H&V) and change TPO. Ann. March 24.

■ KCMS(FM) Indio, Calif.—Seeks CP to install new ant. TL to be operated on: ERP: .530 kw (H); HAAT: 604' (H&V) (for emergency use only). Ann. March 24.

■ KUUL(FM) Madera, Calif.—Seeks CP to change TL to Road 30-1/2, .1 mile south of Avenue 12, Madera, change type trans.; change type ant., increase HAAT: 300' (H&V) and change TPO. Ann. March 24.

■ KEWE(FM) Oroville, Calif.—Seeks CP to decrease HAAT: 159'. Ann. March 24.

■ KYXY(FM) San Diego, Calif.—Seeks CP to change type trans., increase ERP: 41.2 kw (H&V) and change TPO. Ann. March 24.

■ WDHS(FM) Gaston, Ind.—Seeks CP to make changes in ant. sys. Ann. April 2.

■ WCOZ(FM) Boston, Mass.—Seeks CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 7.7 kw (H&V); decrease. HAAT: 1053' (H&V) and change TPO. Ann. March 24.

■ WBIM-FM Bridgewater, Mass.—Seeks Mod. of CP to make changes in ant. sys.; change type ant., change ERP: .2 kw (H&V); increase HAAT: 71' (H&V) and change TPO. Ann. March 24.

■ KILA(FM) Henderson, Nev.—Seeks CP to change TL to 2.14 miles S.W. of Henderson City Hall on "Black Mountain" also known as Henderson Mountain, Henderson; increase HAAT: 1160' (H&V) and change TPO. Ann. March 24.

■ WADV(FM) Buffalo, N.Y.—Seeks CP to increase ERP: 50 kw (H&V); change type trans. and change TPO. Ann. March 24.

■ WVBU-FM Lewisburg, Pa.—Seeks mod. of CP to make changes in ant. sys.; change TL to power plant on Bucknel Univ. campus, Lewisburg, change type trans.; change type ant.; change ERP: 0.0183 kw (H&V); decrease HAAT: 122' (H&V) and change TPO. Ann. March 24.

AM Actions

■ WEEI(AM) Boston, Mass.—Dismissed application for CP to make changes in ant. sys. (BP-810115AG). Action March 23.

■ Cornwall, N.Y.—Granted request for interim operating authority on 1170 khz, 1 kw, DA-D, D operation; conditions (BPI-801201AN). Action March 26.

■ KBCH(AM) Lincoln City, Ore.—Granted CP to change frequency from 1380 khz to 1400 khz; change hours of operation to U by adding N service with 250 W; conditions (BP-800425AF). Action March 26.

■ WKVM(AM) San Juan, P.R.—Granted modification of CP to make changes in ant. sys.; conditions (BMP-810316AR). Action April 2.

■ WTJS(AM) Jackson, Tenn.—Granted CP to utilize former D non-directional ant. as aux. D ant.; condition (BP-810130AJ). Action March 26.

■ WDTM(AM) Selmer, Tenn.—Granted CP to change frequency from 1130 to 1150 khz; increase power from 250 W to 1 kw and make changes in ant. sys.; conditions (BP-800912AA). Action April 1.

■ KJCH(AM) Cleveland, Tex.—Granted CP to increase D and N power to 1 kw and make changes in N ant.; conditions (BP-800514AF). Action April 2.

■ WSPC(AM) St. Paul, Va.—Granted modification of CP to make changes in ant. sys.; condition (BMP-801022AE). Acton March 23.

FM actions

■ KFCM(FM) Cherokee Village Ark.—Dismissed

Summary of broadcasting

.FCC tabulations as of Feb. 28, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,594	3	2	4,599	113	4,712
Commercial FM	3,301	2	9	3,312	144	3,456
Educational FM	1,095	0	1	1,096	70	1,166
Total Radio	8,990	5	12	9,007	327	9,334
Commercial TV						
VHF	519	1	0	520	8	528
UHF	237	0	0	237	96	333
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	16	178
Total TV	1,014	4	7	1,025	127	1,152
FM Translators	354	0	0	0	212	566
TV Translators						
UHF	2,595	0	0	2,595	238	2,833
VHF	1,395	0	0	1,395	491	1,886

*Special temporary authorization

**Includes off-air licenses

Beginning of the beginning for DBS
NAB post-mortem: state of the equipment art

Broadcasting Apr 27

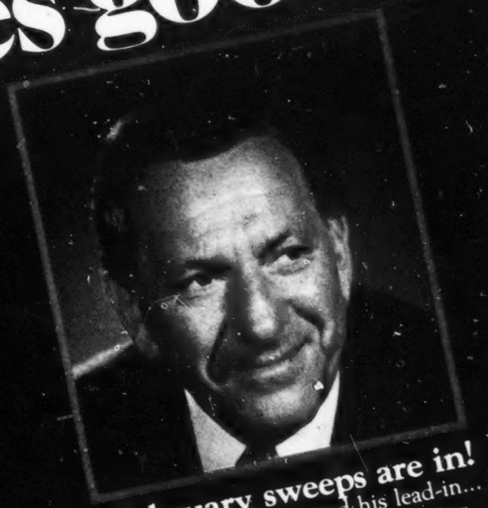
The News Magazine of the Fifth Estate ☐ Vol. 100 No. 17

50th Year ☐ 1981

C 175 A-1

2001 4KENNEP2098 ZWZ APR/81
J P KENNEDY
CIS *SAMPLE
4520 EAST WEST HWY
SUITE 700
WASHINGTON DC 20014

Local boy makes good!



The February sweeps are in!

And in local markets across the country Quincy has outperformed his lead-in... dominated his competition...increased the previous year's time period rating... and continued his leadership position among young women! Check him out in your market!

Quincy*

Already sold to the 5 CBS O&O's!

MCA TV

(c) 1981 Universal City Studios, Inc. All rights reserved. *Quincy or another appropriate title

The First 50 Years Of Broadcasting

1958 ☐ PAGE 99

Broadcasting Apr 27

The Week in Brief

TOP OF THE WEEK

MOMENTUM FOR COPYRIGHT CHANGE ☐ Majority of witnesses at Senate hearing this week favor abolition of compulsory license for cable as prelude to full liability. **PAGE 27.**

LOGOS FOR UNDERWRITERS ☐ FCC broadens rules for public stations, but warns against crossing line into preserve of commercial systems. **PAGE 27.**

COUNTDOWN ON DBS ☐ FCC moves step closer as it accepts STC application and initiates notice of proposed rulemaking for interim systems. **PAGE 28.** Reaction is mostly quiet, with only NAB and fixed service users sounding alarm. **PAGE 30.** STC's Johnson: The more the merrier. **PAGE 31.**

SPECIAL REPORT

HARDWARE IN VEGAS ☐ Some new products turned up in exhibits at NAB convention, but mostly it was time to display equipment in greater numbers and in more sophisticated forms. **PAGE 33.**

CRITIQUE ☐ Experts in broadcast technology assess what they saw in Las Vegas. Speaking for television: Wells, Jacobs and Miller. **PAGE 42.** Speaking for radio: Dickson, Kanner, Schumeyer, Smith and Morgan. **PAGE 54.**

JOURNALISM

CHICAGO FIRES ☐ CBS-owned WBBM-TV there criticizes, in its own documentary, *20-20* segment on local arson that earned Emmy for ABC News. Network returns flak. **PAGE 64.**

ONE COOKE COULD SPOIL BROTH ☐ First Amendment proponents savor court decision that affirmed reporters' right to protect sources. But they worry about possible effects of Janet Cooke-Pulitzer incident. **PAGE 68.**

BUSINESS

UPBEAT QUARTER ☐ Initial reports from major broadcast groups indicate year is off to fast start. **PAGE 70.**

BANNER YEAR FOR TV SPOT ☐ National expenditures in 1980 rise 13.2%, almost reaching $2.5 billion. **PAGE 74.**

ANTE RAISED ☐ To counter move that would block merger, Knight-Ridder and Dow Jones increase their joint offer for UACC to $80 per share. **PAGE 80.**

MEDIA

CABLE HUNG UP ☐ B&B study reports 55% penetration for CATV and prospect that figure will stay there unless there are product or marketing changes and greater diversity in programing. **PAGE 86.**

AT NAB THIS WEEK ☐ Executive committee will meet to hear post-convention assessment, indoctrinate new members, and get reports on low-power and minority-support project. **PAGE 87.**

PROGRAMING

CBS-TV WINS AGAIN ☐ This time network takes season ratings honors by more substantial margin. **PAGE 90.**

TIMES MIRROR'S LATEST ☐ Owner of seven stations will get into program production. **PAGE 91.**

LAW & REGULATION

ABSCAM TAPES FOR TV ☐ Broadcasters win court victory in effort to broadcast FBI footage shown at Philadelphia trial. **PAGE 94.**

1958

THE 'BROADCASTING' YEARS ☐ Network practices came under fire in the FCC's Barrow Report, and the House Oversight Committee trained its sights on the FCC. Commissioner Richard Mack resigned after charges he sold his vote and later was indicted by a grand jury. Clouds began to gather over quiz shows. **PAGE 99.**

PROFILE

WIRTH'S WORTH ☐ The Democrat from Colorado has generally earned good marks during his six years on Capitol Hill. Now his mettle will be more severely tested as new chairman of the House Telecommunications Subcommittee. **PAGE 127.**

Bottom Line 80
Business Briefly 10
Changing Hands 88
Closed Circuit 7
Editorials 130
Fates & Fortunes 123
For the Record 104
In Sync 85
Intermedia 86
Monday Memo 24
Monitor 93
News Beat 70
Open Mike 23
Playback 91
Stock Index 82
Washington Watch 96

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ ABC Video Enterprises 19-21 ☐ Accuracy In Media 84 ☐ American Chiropractic Association 47, 91 ☐ Ampex 44-45 ☐ Associated Press 16-17 ☐ Blackburn & Company 88 ☐ Blyth Eastman Paine Webber 81 ☐ Bridal Fair 14, 92 ☐ Broadcast Audio 71 ☐ Broadcast Personnel 123 ☐ CSI Electronics 60 ☐ Christian Science Monitor 46, 48, 50 ☐ Cinema Products 49 ☐ Compact Video Services 41 ☐ Continental Electronics 32 ☐ Delta Airlines 96 ☐ Grass Valley 4 ☐ David Green 73 ☐ Ted Hepburn & Co. 89 ☐ Hughes Helicopter 72 ☐ ICC Business Research 83 ☐ International Tapetronics Inside Back Cover ☐ KBPI 77 ☐ Katz 26 ☐ Robert Keith & Co. 61, 63, 65 ☐ MCA Front Cover ☐ McMartin Industries 53 ☐ Media People 125 ☐ Metromedia Producers Corporation 11 ☐ Midwest Corporation 52 ☐ Mutual Broadcasting System 25 ☐ NBC Radio 35 ☐ NBC-TV Network 15 ☐ NEC Back Cover ☐ Petry TV Inc. 22 ☐ Pulitzer Broadcast Group 6 ☐ RCA Inside Front Cover/Page 3 ☐ Satellite Music Network 58, 68, 70, 78 ☐ Scientific-Atlanta 43 ☐ Selcom 85, 93, 95, 97 ☐ Starfleet Blair 79 ☐ State Farm Insurance 87 ☐ Station Business Systems 64 ☐ Storer 12-13 ☐ Studio Film & Tape 94 ☐ Systems Marketing 51 ☐ 3M 55 ☐ Tektronix 66-67 ☐ Thomson/CSF 56-57 ☐ Utility Tower 59 WESH-TV 69 ☐ WHAS-TV 37 ☐ Warner Brothers Television 8-9 ☐ Westwood One 10 ☐ Xerox 98 ☐ Youngs, Walker & Co. 90 ☐ Zenith Radio Corporation 75 ☐

Spot TV rises 13.2% in 1980; just misses $2.5 billion

TVB's annual tally by BAR uses new methodology; 1979 figures were recomputed for comparison

National spot TV expenditures came within a hair of the $2.5-billion mark in 1980, reaching $2,496,033,500 for a 13.2% gain over the 1979 total.

The estimates, by Broadcast Advertisers Reports, were released last week by the Television Bureau of Advertising—along with an explanation that BAR is using a new system to develop the figures ("Closed Circuit," April 20). Harvey Spiegel, TVB senior vice president, research and marketing, explained the change:

"Spot television data reported quarterly by stations to the TVB since 1972 has been compared by BAR with subsequent reports issued annually by the FCC, and they have been found to be closely correlated. Because of the close relationship, reports from TVB and the FCC have been utilized by BAR to adjust national and local spot television data to produce more accurate estimates of spot television expenditures."

BAR used the new system both in developing 1980 estimates and in revising its previous estimates for 1979, so that there would be a benchmark against which the 1980 results could be measured. This lowered the previous estimate for 1979 by $385,264,400, or 13%, from $2,881,297,900 (BROADCASTING, March 24, 1980).

Estimates for 1979 and 1980 thus are comparable with each other. But they are not comparable with estimates for any period before 1979. Estimates produced in the future will be comparable with the 1979 and 1980 figures, Spiegel said, because "starting with the first quarter of 1981, BAR will adjust its total quarterly estimated spot expenditures to the projected level of FCC revenues in [the] 75 markets [that BAR monitors]."

Spiegel said that, for instance, if BAR's first-quarter monitoring indicated spot business was up 10% and TVB's quarterly survey indicated a 12% rise—or vice versa—BAR would adjust its first-quarter estimates to the TVB figure.

The reliability of TVB's survey data was confirmed, Spiegel said, in a BAR study comparing the TVB findings with FCC's actual figures for the years from 1972 through 1979. Except for 1976, when spot and local revenues both rose spectacularly, TVB's figures were never more than one or two percentage points away from the FCC's final figures.

This close relationship, Spiegel said, made it possible to project FCC revenues for the complete year 1980 "with confidence," and will make it possible to continue the projection process forward on a quarterly basis until the FCC releases its 1980 figures, which will then be used as the base against which TVB's percentages are applied.

TVB-BAR also released a list of 1980's top 100 spot-TV spenders, along with estimates of their spending, plus a revised list of the 1979 top 100 for comparative purposes. As with the new 1979 total, the new estimates for individual advertisers substantially deflated the figures calculated by the old method. Procter & Gamble, for instance, historically the biggest spot spender, was shown with 1979 expenditures of $134,087,800, down from $173,760,200 in the estimates released a year ago. Similarly, General Foods, the second biggest spender, was down to $67,558,700 from $88,014,200 in the original 1979 estimates.

In 1980, TVB said, a near record number of advertisers used spot TV—2,598 companies advertising 10,612 different brands. This was down slightly from 1979, when 2,627 companies advertised 10,854 brands on spot TV.

Six advertisers were identified as joining spot TV's top 100 list for the first time in 1980: Jeffrey Martin Inc., with $10.1 million in spot television; Murjani USA Ltd., with $7.5 million; Jordache Enterprises, $7.1 million; National Star World News Corp., $6.6 million; Black & Decker Manufacturing, $5.5 million, and National Distillers and Chemical Corp., $5.3 million.

Eight of spot TV's top 10 users in 1980 increased their spot outlays. Procter & Gamble was down by 7%, to $125,243,500, but General Foods was up 6% to $71,949,300; AT&T moved into third place on a 44% increase to $45,921,300; Coca-Cola was up 22% to $44,055,300, and Pepsico was up 16% to $42,234,200. Sixth-place General Mills was down by 3% to $41,718,900, but the rest of the top 10 were up: Lever Brothers by 12% to $34,768,200; American Home Products by 3% to $33,369,600; Dart & Kraft by 41% to $30,422,600 and Toyota Motor Distributors Inc. were up 55% to $30,364,400.

TVB said all of spot television's top five product categories increased their spending in 1980: Food and food products reached $507,376,800, up 11%; automotive, $223,482,400, up 14%; toiletries and toilet goods, $223,231,200, up 23%; confectioner and soft drinks, $212,417,500, up 8%, and beer and wine, $156,121,200, up 37%.

The 30-second commercial was predominant, accounting for $2,173,502,200 or 87.1% of the year's expenditures, according to TVB. Minutes were next with $243,259,800 or 9.7%, while 10-second messages represented $74,470,500 or 3%, and 20-second spots had $4,285,500 or 0.2%. There was $515,500 in 45-second spots, not enough to get into the percentage column.

Nighttime was the favorite daypart, representing $757,645,800 or 30.3% of the total. Early evening accounted for $650,351,200 or 26.1%; daytime, $572,394,000 or 22.9% and late night $515,642,500 or 20.7%.

Top 100 National and Regional Spot Television Advertisers

	1980	1979
1. Procter & Gamble	$125,243,500	$134,087,800
2. General Foods	71,949,300	67,558,700
3. American Telephone & Telegraph	45,921,300	31,872,100
4. Coca Cola	44,055,300	36,162,200
5. Pepsico	42,234,200	36,398,000
6. General Mills	41,718,900	43,106,800
7. Lever Brothers	34,768,200	30,980,300
8. American Home Products	33,369,600	32,407,400
9. Dart & Kraft	30,422,600	21,545,800
10. Toyota Motor Distributors	30,364,400	19,551,800
11. A.H. Robins	28,923,200	22,411,900
12. Ford	28,146,500	23,501,200
13. Mars	27,345,800	18,687,400
14. ITT	26,134,600	23,215,300
15. Time	25,633,600	28,338,800
16. Nesfood	22,791,500	21,151,100
17. Revlon	21,684,200	14,867,800
18. Philip Morris	21,574,000	12,856,300
19. Colgate Palmolive	21,437,300	21,113,100
20. Warner-Lambert	21,323,100	15,430,200
21. Consolidated Foods	19,188,500	12,900,500
22. Bristol Myers	18,807,800	17,986,400
23. Norton Simon	17,660,200	14,205,900
24. Anheuser-Busch	17,654,200	10,215,300
25. Kellogg	17,098,400	16,436,400
26. General Motors	16,877,400	22,738,300
27. Milton Bradley	16,074,800	19,375,900
28. Adolph Coors	15,927,000	9,651,200
29. Jos. Schlitz Brewing	15,503,500	11,852,300
30. Triangle Publications	14,872,100	13,412,000
31. American Motors	13,908,000	13,333,000
32. Nissan Motor	13,840,500	9,277,300
33. H.J. Heinz	13,669,400	6,292,300

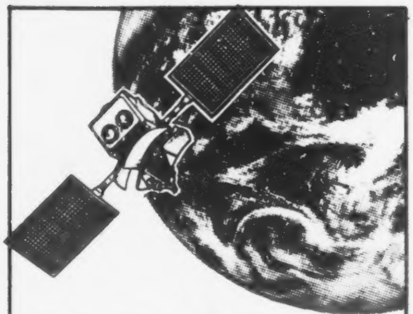
	1980	1979
34. Beatrice Foods	13,128,800	10,975,200
35. American Cyanamid	12,902,400	8,271,100
36. Wm. Wrigley Jr.	11,998,500	20,013,900
37. Gillette	11,792,900	12,326,200
38. Nabisco	11,763,600	10,495,500
39. Richardson Merrell	11,740,100	8,878,100
40. Volkswagen	11,673,600	7,180,000
41. Standard Brands	11,364,500	7,105,600
42. K-Tel International	11,242,600	8,737,500
43. UAL	11,106,300	6,625,700
44. Pillsbury	11,014,000	11,314,800
45. Scott Paper	10,974,700	12,746,400
46. CPC International	10,971,300	11,907,600
47. Estee Lauder	10,740,600	6,938,200
48. American Express	10,677,900	8,119,100
49. Pabst Brewing	10,616,800	8,081,300
50. Quaker Oats	10,448,500	10,039,500
51. Chrylser	10,405,200	10,410,700
52. Jeffrey Martin	10,133,700	4,000,300
53. Ralston Purina	10,112,100	8,905,000
54. Mattel	9,773,200	10,912,100
55. American Airlines	9,579,500	7,311,600
56. Campbell Soup	9,367,500	6,615,300
57. Kimberly Clark	9,324,700	4,206,900
58. G. Heileman Brewing	9,311,700	8,392,600
59. Stroh Brewery	9,109,300	5,976,800
60. American Dairy Association	8,741,900	8,890,100
61. Royal Crown Cola	8,651,600	7,568,900
62. Greyhound	8,640,800	6,765,600
63. Standard Oil of Indiana	8,639,300	6,765,600
64. Hasbro Industries	8,351,400	10,741,400
65. Esmark	8,064,000	10,752,500
66. Cadbury Schweppes U.S.A.	7,836,400	6,673,600
67. Exxon	7,677,900	3,451,100

	1980	1979
68. Ronco Teleproducts	7,628,600	8,249,400
69. R.J. Reynolds Industries	7,481,400	6,391,200
70. Trans World	7,460,400	7,596,400
71. Murjani USA	7,459,500	3,446,200
72. Olympia Brewing	7,419,900	6,120,300
73. General Cinema	7,370,500	6,281,100
74. Standard Oil of Calif.	7,268,100	3,664,900
75. Gulf Oil	7,259,800	2,763,000
76. Alberto Culver	7,245,400	8,637,100
77. Ideal Toy	7,241,500	7,180,500
78. Jordache Enterprises	7,147,000	2,376,800
79. Dr Pepper	7,057,200	5,560,800
80. Morton-Norwich Products	7,038,500	5,908,600
81. CBS	7,022,700	8,633,800
82. Borden	6,914,200	5,909,200
83. Ford Auto Dealers Association	6,865,800	6,549,100
84. K. Hattori & Co.	6,817,500	6,240,900
85. General Electric	6,634,100	6,912,500
86. National Star World News	6,582,000	4,244,500
87. Toyota Auto Dealers	6,580,900	6,388,600
88. Mego International	6,448,500	9,770,800
89. Hershey Foods	6,147,500	6,913,600
90. Chesebrough Pond's	6,066,000	5,672,400
91. IFI International	5,840,700	5,065,500
92. Mobil	5,770,300	4,942,100
93. Toro Manufacturing	5,717,000	6,385,600
94. H & R Block	5,652,800	4,650,000
95. Eastern Air Lines	5,568,500	3,993,500
96. Suffolk Marketing	5,547,200	4,776,900
97. Goodyear Tire & Rubber	5,535,900	1,609,800
98. Black & Decker	5,530,900	1,435,000
99. Faberge	5,335,100	6,072,100
100. National Distillers & Chemical	5,317,200	1,956,300

Estimated investments by national and regional spot advertisers

	1979	1980	% change
Agriculture and farming	$9,787,900	$14,753,300	+51
Fertilizers & seed treatment	805,600	625,800	
Pest controls	7,363,200	12,048,300	
Miscellaneous agriculture & farming	1,619,100	2,079,200	
Apparel, footwear & accessories	67,827,900	105,499,600	+56
Apparel fabrics & finishes	1,629,600	962,100	
Footwear	14,947,200	12,092,600	
Hosiery	4,898,200	3,892,300	
Ready-to-wear apparel	23,491,100	56,408,000	
Underwear, [illegible] & bras	19,285,200	29,382,300	
Miscellaneous apparel, accessories & notions	3,576,600	2,762,300	
Automotive	195,776,100	223,482,400	+14
Passenger Cars	158,001,600	182,268,900	
Tires & tubes	10,187,000	13,425,400	
Trucks & mobile homes	16,497,900	16,680,500	
Miscellaneous auto accessories & equipment	11,089,600	11,107,600	
Beer and wine	113,648,200	156,121,200	+37
Beer & Ale	85,822,800	119,129,200	
Wine	27,825,400	36,992,000	
Building material, equipment & fixtures	41,519,800	46,894,700	+13
Building materials	4,171,500	5,014,100	
Equipment fixtures & systems	26,571,400	32,424,600	
Protective coating & finishes	10,776,900	9,456,000	
Confectionery & soft drinks	195,996,000	212,417,500	+8
Confectionery	70,695,400	66,420,400	
Soft drinks	125,300,600	145,997,100	
Consumer services	64,836,200	82,708,100	+28
Communications & public utilities	28,590,400	43,056,200	
Engineering & professional services	13,539,800	16,186,300	

	1979	1980	% change
Financial	3,819,400	4,633,000	
Schools & colleges	9,901,600	7,941,800	
U.S. Government	8,985,000	10,890,800	
Food and food products	456,142,600	507,376,800	+11
Appetizers, snacks & nuts	15,993,100	17,626,000	
Bakery goods	53,070,600	55,162,900	
Cereals	53,633,800	54,528,500	
Coffee, tea & cocoa	71,150,400	73,475,300	
Condiments	15,002,200	28,374,100	
Dairy products	47,026,800	52,756,900	
Desserts & dessert ingredients	7,689,300	13,852,500	
Flour & baking mixes	6,297,400	8,174,700	
Fruit & vegetable juices	8,919,400	10,795,000	
Fruit & vegetables	22,643,700	20,168,300	
Health & dietary foods	5,640,000	4,034,100	
Meat, poultry & fish	51,261,900	53,322,900	
Pasta products & dinners	19,619,900	24,082,800	
Prepared dinners & dishes	16,301,400	22,561,700	
Salad dressings & mayonnaise	13,410,200	11,053,200	
Shortening & oil	17,392,900	20,313,200	
Soups	5,937,800	6,947,700	
Sugars, syrups & jellies	5,076,900	4,093,000	
Miscellaneous food & food products	20,074,900	26,054,000	
Gasoline, lubricants and other fuels	32,758,900	50,162,100	+53
Horticulture	26,113,000	35,263,300	+35
Household equipment and supplies	106,017,600	106,044,800	0
Cooking utensils	7,238,000	5,408,800	
Deoderizers & air fresheners	1,696,200	2,923,000	
Food wraps & foils	1,927,200	4,229,400	
Household paper products	39,758,000	32,397,200	
Insecticides & disinfectants	7,974,400	8,603,300	
Major appliances	20,080,600	19,959,800	
Patio & barbecue equipment	1,553,700	2,230,200	
Small appliances & equipment	10,997,700	14,739,700	



PLEASE BE PATIENT!

Your tremendous response at the NAB and to the announcement of our dramatic live, full-time radio-via-satellite network has been so overwhelming that we can't possibly answer every call immediately — but we're trying! WE'LL CALL YOU SOON . . . and when we do, without a doubt you'll understand that Satellite Music Network was well worth the wait.

satellite music network

6500 River Chase Circle
East Atlanta, Georgia 30328

P.S. If you just CAN'T wait, CALL Kent Burkhart today: at

404-955-1550

THE DAWN OF A RADIO ERA

	1979	1980	% change
Miscellaneous accessories & supplies	14,791,800	15,553,400	
Household furnishings	19,513,800	27,017,900	+38
Floor covering	4,379,100	5,140,700	
Furniture	10,849,100	13,342,200	
Household fabrics & finishes	1,986,500	2,790,800	
Miscellaneous household furnishings	2,299,100	5,744,200	
Institutional & corporate promotion*	6,370,600	6,057,000	−5
Insurance	30,388,400	34,371,900	
Fire & casualty insurance	11,135,900	12,059,400	
Life insurance	19,252,500	22,312,500	
Jewelry, optical goods & cameras	45,514,900	54,549,800	+20
Cameras & photographic supplies	24,136,900	22,901,100	
Jewelry, watches & optical goods	21,378,000	31,648,700	
Office equipment, stationery & writing supplies	9,195,900	14,834,200	+61
Office machines & equipment	7,910,100	13,079,000	
Stationery, pen & pencils	1,285,800	1,755,200	
Pet foods & supplies	32,752,800	33,063,700	+1
Pet foods	25,316,800	26,743,200	
Pet supplies	7,436,000	6,320,500	
Proprietary medicines	86,372,400	92,899,300	+8
Cough, cold & sinus remedies	23,098,400	27,062,500	
Digestive aids & antacids	7,498,400	6,109,900	
Headache remedies & sedatives	13,845,300	13,373,900	
Laxatives	1,307,400	2,018,300	
Medical equipment & supplies	6,042,300	5,466,100	
Reducing aids	1,849,900	4,008,200	
Skin products & liniments	19,947,200	15,846,800	
Vitamins	5,887,500	12,054,300	
Miscellaneous proprietary medicines	6,896,000	6,959,300	
Publishing and media	79,854,500	78,314,700	−2
Books	20,994,800	16,016,600	
Magazines & newspapers	58,859,700	62,298,100	
Records & tapes, radios & TV sets	90,583,300	73,322,200	−19
Musical instruments	1,707,500	1,551,300	
Records & tape recordings	62,582,600	46,100,700	
Radios, TV sets, phonographs & recorders	17,320,300	19,655,800	
Misc. components & supplies	8,972,900	6,014,400	
Smoking materials	5,559,100	7,650,400	+38
Cigars & Tobacco	4,822,200	6,440,000	
Miscellaneous smoking materials & accessories	736,900	1,210,400	
Soaps, cleansers and polishes	110,180,800	111,312,500	+1
Cleansers & polishes	36,781,700	39,893,300	
Laundry preparations	19,245,700	19,705,000	
Soaps & detergents	54,153,400	51,714,200	
Sporting goods and toys	127,017,100	109,376,300	−14
Games, toys & hobbycraft	112,213,900	93,809,000	
Sporting goods	14,803,200	15,567,300	
Toiletries & toilet goods	181,388,100	223,231,200	+23
Cosmetics & beauty aids	56,259,000	80,236,000	
Dental supplies & mouthwashes	33,990,000	36,178,900	
Depilatories & deodorants	8,800,400	12,659,500	
Feminine hygiene products	4,022,900	7,214,100	
Hair products	46,162,500	45,840,500	
Men's shaving equipment	4,716,600	4,209,400	
Men's toiletries	8,995,800	15,320,200	
Toilet soaps	13,209,500	16,640,100	
Women's shaving equipment	485,200	63,300	
Miscellaneous toiletries & toilet goods	4,746,200	4,869,200	
Travel, hotels and resorts	56,038,500	76,072,900	+36
Airlines	44,426,000	59,969,200	
Buses & trains	5,511,500	7,194,100	
Car & truck rental	3,190,800	4,638,900	
Hotels & resorts	2,516,800	3,682,100	
Steamships	393,400	588,600	
Miscellaneous	13,024,500	13,235,700	+2
Total	$2,204,178,900	$2,496,033,500	+13

*Miscellaneous Institutional and Corporate Promotion not classified elsewhere.

Media Institute report finds networks portray businessmen as bad guys

Reviewing episodes of top shows, MI says many businessmen are shown as foolish, greedy or criminal; network news comes clean on its bill of health

Businessmen aren't getting an even break on network television. Or so says the Media Institute, a conservative media watchdog group based in Washington.

To the contrary, in a report released last week entitled "Crooks, Conmen and Clowns: Businessmen in TV Entertainment," the Media Institute noted that on prime-time television businessmen are "consistently shown in an unflattering light."

In its study, Media Institute researchers viewed and analyzed 200 episodes from the top-50 prime time, commercial network programs between December 1979 and April 1980 and found little for businessmen to cheer.

Of the businessmen portrayed on those shows, the report noted, two out of three were portrayed as foolish, greedy or criminal; almost half of all work activities performed by businessmen involved illegal acts; more than half of the characters running big businesses were portrayed as criminals, and television "almost never portrays business as a socially useful or an economically productive activity," the report said.

Before launching its investigation of network entertainment programing, the institute mostly concentrated its studies on network news handling of business and economic issues. Although the institute's studies showed that most of the news presented was, according to the report, "relatively fair and value-free," not so with the networks' handling of entertainment programing. In fact, Leonard Theberge, Media Institute president, said the study proves there "is a strong antibusiness bias in TV entertainment shows."

Moreover, said Theberge, "This negative portrayal is found on all three networks, on both adventure and comedy shows. The major distinction is that big businessmen are shown as more evil than small businessmen."

The Media Institute is a nonprofit, tax-exempt organization funded by foundations, corporations and individuals. Sitting on its board of directors are long-time network critic Herbert Schmertz, Mobil Oil Corp., New York; Raymond Bennett, 20th Century-Fox Film Corp., Beverly Hills, Calif.; Jameson Campaigne Jr., Greenhill Publishers, Ottawa, Ill.; James Cuff Jr., Batemen Eichler, Hill Richards, San Diego; J. Robert Fluor, Fluor Corp., Irvine, Calif.; William Martin, Martin Tractor Co., Topeka, Kan.; John Phillips, Engineering Supervision Co., Newport Beach, Calif.; Maurice Sonnenberg, consultant, New York, and Theberge.

In a release, Theberge said there are probably three reasons for antibusiness bias. First, he said, "highly simplistic" TV entertainment formats lead to the portrayal of good and bad guys.

Second, he said, many traditional stereotypes—such as those for women and minorities—have been, for the most part, eliminated. "Of course, this has left a vacuum in TV entertainment programs which may explain why the American businessman is such a prominent villain."

Third, he said, "cultural reasons" might explain TV writers' bias against businessmen. "It is not a new phenomenon for creative artists to look down on the commercial sector," he said.

Even after radio dereg, public affairs program syndication continues

The largest syndicator of public affairs programing for commercial radio reports that "deregulation [of radio] has not closed us down. It has in fact increased the demand somewhat for our material." That assessment by Mark Bragg, president of the Los Angeles-based Public Affairs Broadcast Group, comes after careful monitoring of

Rating Roundup

With four winning nights and six of the week's top-10 rated shows, CBS-TV returned to victory for the week ended April 19. ABC-TV, with its ***Masada*** mini-series and other programing, had taken the two previous weeks, ending the CBS streak (BROADCASTING, April 20).

From April 13 through April 19—considered the last week of the season by ABC and CBS (see story, page 90)—CBS prime time averaged a 17.3 rating and 30 share to ABC's 15.8/27 and NBC-TV's last-running 13.9/24.

CBS won Monday, Thursday, Friday and Sunday; ABC took Tuesday and Saturday, and NBC scored best on Wednesday.

The CBS win was based on series strength, with ***Dallas*** (31.3/56), as usual, at the top of the heap. If anything, long-form and movies pulled the network's average down—particularly Wednesday's movie, ***The Last Tycoon*** (10.2/18).

Series new to the CBS schedule paid off. On Monday the 8-9 p.m. block of ***Private Benjamin*** (22.0/35) and ***The Two of Us*** (20.5/31) was a winner—beating reruns of ABC's ***That's Incredible*** (18.2/28) and NBC's ***Little House on the Prairie*** (13.8/21).

In other ratings, ABC pulled a substantial 20.8/40 for its three-hour Sunday movie "The Ten Commandments." Nevertheless, it lost the night to CBS's regular schedule by the weak last-place showing of ***Omnibus*** (6.4/13).

NBC came on strong only on Wednesday when ***Real People, Diff'rent Strokes, Facts of Life*** and ***Quincy, M.E.*** averaged an 18.7/32—with all four shows at a 30 share or above. For the rest of NBC's week, only Saturday's ***Barbara Mandrell*** (16.0/30) made it that high in share.

The First 20

1.	*Dallas*	CBS	31.3/56
2.	*M*A*S*H*	CBS	25.5/38
3.	*Dukes of Hazzard*	CBS	25.2/43
4.	*60 Minutes*	CBS	24.9/49
5.	*Three's Company*	ABC	22.2/34
6.	*Private Benjamin*	CBS	22.0/35
7.	*Diff'rent Strokes*	NBC	21.5/35
8.	*House Calls*	CBS	21.1/33
9.	"Ten Commandments" (movie)	ABC	20.8/40
10.	*Too Close for Comfort*	ABC	20.7/32
11.	*Two of Us*	CBS	20.5/31
12.	*Magnum, P.I.*	CBS	20.4/34
13.	*Facts of Life*	NBC	20.1/33
14.	*Lou Grant*	CBS	19.0/33
15.	*Alice*	CBS	18.8/31
16.	*Love Boat*	ABC	18.7/34
17.	*Hart To Hart*	ABC	18.4/32
18.	*Greatest American Hero*	ABC	18.4/30
19.	*The Jeffersons*	CBS	18.3/31
20.	*Happy Days*	ABC	18.2/29

The Final Five

66.	"Family Plot" (movie)	NBC	10.0/17
67.	*Disney's Wonderful World*	NBC	9.1/18
68.	"The Fifth Musketeer" (movie)	ABC	8.8/15
69.	*NBC Magazine with David Brinkley*	NBC	6.6/12
70.	*Omnibus* (special)	ABC	6.4/13

If you have a station in one of these markets and would like to boost first-quarter revenues, look for our ad in this issue - We have a Special Interest in You!

Los Angeles • Chicago
Detroit • Boston • Houston
Washington D.C. • Baltimore
Newark • Pittsburg
Minneapolis • San Diego
Seattle • Tampa • Denver
St. Petersburg • Phoenix
New Orleans • Milwaukee
Portland • Cincinnati
Buffalo • San Antonio • Hartford • Birmingham • Nashville • Salt Lake City
Dayton • Toledo • Winston Salem • Des Moines

Bridal Fair Inc. • 8901 Indian Hills Drive • Omaha, Nebraska 68114
(402) 397-8902

Assigned 100.1 mhz to Jonesboro as its third FM assignment; assigned 107.1 mhz to Paragould as its second FM assignment; assigned 105.5 mhz to Piggott and assigned ch. 296A to West Memphis as its first FM assignment, effective June 2 (BC Doc. 80-245). Action April 3.

■ Spencer, Ind. Assigned 92.7 mhz to Spencer as its first FM assignment, effective June 2 (BC Doc. 80-320). Action April 3.

■ Vincennes, Ind. Assigned 92.1 mhz to Vincennes as its second FM assignment, effective June 2 (BC Doc. 80-277). Action April 3.

■ Munising, Mich. Dismissed petition by Laidlaw and Associates proposing substitution of 98.1 mhz for 98.3 mhz at Munising due to lack of interest (BC Doc. 80-493). April 3.

■ Hanover, N.H. Assigned 92.1 mhz to Hanover as its second FM assignment, effective June 2 (BC Doc. 80-278). Action April 3.

■ Edenton, N.C.—Assigned 102.3 mhz to Edenton as its second FM assignment, effective June 2 (BC Doc. 80-247). April 3.

■ Beaumont, Lake Jackson and Port Lavaca, all Texas. In response to petitions by KAUM Inc., and kIKK Inc. proposed substituting 107.9 mhz for 107.7 mhz at Beaumont; 107.5 mhz for 107.3 mhz at Lake Jackson; and 93.3 mhz or 107.1 mhz for 95.9 mhz at Port Lavaca, and directed licensees of KWIC(FM) Beaumont, KGOL(FM) Lake Jackson, and KGUL-FM Port Lavaca to show cause why their licenses should not be modified to specify operation on proposed frequencies, comments due June 1, replies June 22 (BC Doc. 81-234). Action April 1.

■ Freeport, Tex. In reponse to petition filed by Amaturo Group Inc. (AGI) further information is requested with respect to reconsideration request to FCC's action assigning 102.5 to Freeport. Specifically, information is sought from AGI, licensee of Station KMJQ(FM) Clear Lake City, Tex., regarding necessity of station to relocate its transmitter to site which would result in short-spacing with Freeport assignment, comments due June 1, replies June 22 (BC Doc. 21513). Action April 1.

■ Lockhart, Tex. In response to petition filed by Entertainment Communications Inc. further information is requested with respect to reconsideration request to FCC's action assigning 94.7 mhz to Lockhart. Specifically, information is sought regarding necessity of Station KLEF to relocate its transmitter to site which would result in short-spacing with Lockhart assignment, comments due June 1, replies June 22 (BC Doc. 79-256). Action April 1.

■ Montpelier, Stowe, Vergennes, and Waterbury, all Vermont; Moriag and Port Henry, both New York. In reponse to petitions by Russell P. Kinsley and Linda M. Kinsley and Masterpeace Communications Corp., proposed reassigning 106.3 mhz from Moriah to Vergennes; assigning 92.1 mhz to Port Henry; deleting 103.1 mhz from Montpelier; assigning 101.7 mhz to Stowe and substituting ch. 276A for ch. 269A at Waterbury; ordered the permittee of channel 292A at Port Henry to show cause why his permit should not be modified to specify operation on ch. 221A as proposed (BC Doc. No. 81-235). Action April 3.

Cable

■ The following cable registrations have been filed:

■ Continental Cablevision of New Hampshire Inc. for Rollinsford, Somersworth, Dover, Pease AFB, all New Hampshire (NH0038, 50, 49, 41) add signal.

■ Continental Cablevision of New Hampshire Inc. for Kittery and Eliot, both Maine (ME0060, 48) add signal.

■ Continental Cablevision of New Hampshire Inc. for Newcastle, Portsmouth, Rye, all New Hampshire (NH0044, 29, 76) add signal.

■ Tele-Media Corp. of Lake Eire for Girard, (borough and township), Lake City, Northeast (borough and township), Fairview (borough and township), all Pennsylvania (PA1797, 98, 99, 49, 50, 95, 96) add signal.

■ Omegavision Corp. for Linville township, Newland, both North Carolina (NC0224, 225) add signal.

■ Amvideo Cable Corp. for North Bergen, Hoboken, Union, West New York and Weehawken, all New Jersey (NJ0083, 111, 366, 365, 345) add signal.

■ Muncy TV Corp. for Wolf, Muncy, Hughesville, Picture Rocks, Muncy (borough) and Muncy Creek, all Pennslyvania (PA0807, 808, 403, 406, 405, 404) add signal.

■ Sammons Communications Inc. for Logansport, Ind. (IN0029) add signal.

■ Southwest Cablevision Inc. for Hondo, Tex. (TX0605) add signal.

■ The Franklin County CATV Inc. for Winchester, Tenn. (TN0028) add signal.

■ Cobb County Cable TV for Austell, Ga. (GA0128) add signal.

■ Spring Valley Lake Cable TV Inc. for Spring Valley Lake, Calif. (CA0827) new signal.

■ Beaver Valley Cable TV for Hornby, N.Y. (NY0916) new signal.

■ Lovell Cable TV for Lovell, Wyo. (WY0038) new signal.

■ Metrovision Southwest for Westhaven, Ill. (IL0447) new signal.

■ Scottsboro TV Cable Inc. for Cherokee, Ala. (AL0021) add signal.

■ Genesee County Video Corp. For Oakfield, N.Y. (NY0914) new signal.

■ CATV Systems Inc. for Burke, Tex. (TX0744) new signal.

■ Richer Belisle Enterprises for Bruceton Mills, W.Va. (WV0679) new signal.

■ Badger Mt. Cable TV for West Richland, Wash. (WA0292) add signal.

■ Umatilla Cable TV for Umatilla, Ore. (OR0243) new signal.

■ Colstrip Cable TV Inc. for Colstrip, Mont. (MT0089) new signal.

■ Floyd County Cablevision Inc. for Charles City and Charles, both Iowa (IA0133, 134) new signal.

■ Vinton Cablevision Inc. for Vinton (city) and Vinton (outside), Iowa (IA0137, 138) new signal.

■ Independence Cablevision Inc. for Independence (city) and Independence (outside), Iowa (IA0135, 136) new signal.

■ Oelwein Cablevision Inc. for Oelwein (city and outside), Iowa (IA0131, 132) new signal.

■ Valley Cable TV Inc. for Tarzana and Lakeside Park, both California (CA0847, 848) new signal.

■ Hardin Cablevision Inc. for Iowa Falls (city and outside), Iowa (IA0129, 130) new signal.

■ Community Tele-Communications Inc. for Sarpy, Neb. (NE0080) new signal.

■ Douglas Tele-Viewers Inc. for Douglas, Ga. (GA0015) add signal.

■ Syracuse New Channels for Weedsport, N.Y. (NY0915) new signal.

■ Mathis Cable TV Inc. for Mathis, Tex. (TX0743) new signal.

■ Robstown Cable TV Inc. for Robstown, Tex. (TX0742) new signal.

■ Cable Services Inc. for Lisbon, N.D. (ND0087) new signal.

■ Community Cable Systems Inc. of South Jersey for Waterford, N.J. (NJ0462) new signal.

■ Bala Cable TV for Balaton, Minn. (MN0176) add signal.

■ Amcomm-Minnesota Inc. for Tracy, Canby, Cottonwood, all Minnesota (MN0097, 75, 58) add signal.

■ Souris Valley Cable TV Inc. for Minort AFB, N.D. (ND0028) add signal.

■ Community Tele-Communications Inc. for Golf Manor, Ohio (OH0645) add signal.

■ Multivision Northeast Inc. for Mount Airy, Ga. (GA0060) new signal.

■ Evergreen Special CATV Fund for Kittredge and Evergreen, both Colorado (CO0026, 23) add signal.

■ Douglas County Cable TV for Douglas and Douglasville, both Georgia (GA0121, 168) add signal.

■ Wometco Cable TV of Clayton County Inc. for Forest Park, Riverdale, Morrow, Lake City, Jonesboro, all Georgia (GA0238, 247, 248, 258, 259, 259) add signal.

■ Gwinett Cable TV for Berkely Lake, Grayson, Norcross, Gwinnett, Lilburn and Snellville, all Georgia (GA0262, 260, 261, 222, 227, 221) add signal.

■ Concord Cablevision Inc. for Concord (village), Concord (township), Pulaski, all Mississippi (MI0479, 477, 479) new signal.

■ Texas Cablevision for Goodfellow AFB and San Angelo, both Texas (TX0354, 332) add signal.

■ TV Cable Co. for Myrtle Beach (city), Conway (city), Conway (outside), Myrtle Beach AFB, Myrtle Beach (outside), all South Carolina (SC0025, 23, 77, 78, 76) add signal.

■ Cox Cable Tyrone for Tyrone and Snyder, both Pennsylvania (PA0031, 29) add signal.

■ Cox Cable Ocala for Ocala, Fla. (FL0161) add signal.

■ Palm Cable Inc. for Palm Coast, Fla. (FL0374) add signal.

■ Community Antenna System Inc. for Hillsboro, Wis. (WI0020) add signal.

■ Satellite Cable TV for Acworth, Kennesaw, Cobb County, all Georgia (GA0235, 280, 236) add signal.

■ West Lake Cable TV for Westlake, Ohio (OH746) add signal.

■ North Olmstead Cable TV for North Olmstead, Ohio (OH0800) add signal.

■ Continental Cablevision of New Hampshire Inc. for South Berick, Berwick, both Maine (ME0050, 0051) add signal.

■ American Cablevision of Pennsylvania Inc. for Morton, Rodley Park, Rutledge, all Pennsylvania (PA1962, 1963, 1964) new signal.

■ Metro West Cablevision Inc. for Aloha-Reedville, Ore. (OR0242) new signal.

■ Minnewaukin Cable TV Inc. for Minnewauken, N.D. (ND0032) add signal.

■ Leeds Cable TV Inc. for Leeds, N.D. (ND0025) add signal.

■ OVC Telecommunications Inc. for Richmond, Ky.

Summary of broadcasting

FCC tabulations as of March 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,601	3	5	4,609	109	4,718
Commercial FM	3,308	2	5	3,315	149	3,464
Educational FM	1,096	0	0	1,096	71	1,167
Total Radio	9,005	5	10	9,020	329	9,349
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	95	334
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	17	179
Total TV	1,018	4	7	1,029	125	1,154
FM Translators	354	0	0	354	214	568
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,395	0	0	1,395	492	1,887

*Special temporary authorization

**Includes off-air licenses

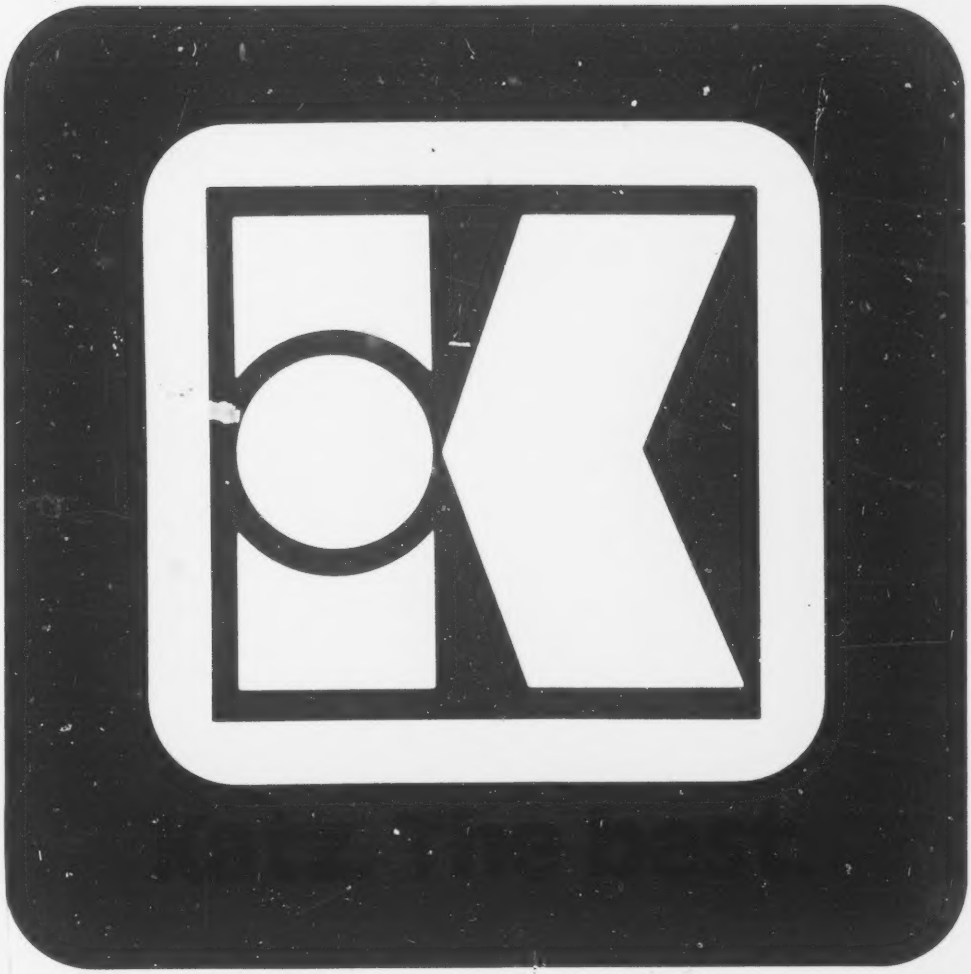
5/13/81

C 1750-1

The prime time lineups for fall ☐ ABC-TV in Los Angeles ☐ AWRT in Washington

Broadcasting ϟ May 4

The News Magazine of the Fifth Estate ☐ Vol. 100 No. 18 50th Year ☐ 1981



20014KENNEP2098 ZWZ APR/81
J P KENNEDY ##SAMPLE
CIS
4520 EAST WEST HWY
SUITE 800
WASHINGTON DC 20014

The First 50 Years Of Broadcasting

1959

☐

PAGE 63

The Week in Brief

TOP OF THE WEEK

FOWLER CHARTS COURSE □ At Hill confirmation hearing, FCC chairman-designate promises cooperation among government, public and regulated industries, welcomes congressional oversight and expresses reservations about 9 khz. **PAGE 27.**

HUBBARD'S DOUBLE-DECKER □ Pioneer broadcasting asks FCC authority to launch TV satellite network that would broadcast both direct to home and through member stations. **PAGE 28.**

SONY DOES IT AGAIN □ High-definition pictures for TV and movie theaters come closer to reality with Tokyo demonstration of complete HDTV system that includes two analog videotape recorders. **PAGE 29.**

IN STARTING GATE FOR FALL □ TV networks announce prime-time schedules for 1981-82. NBC-TV will have biggest share of 20 hours and 30 minutes of new programing. **PAGE 30.**

WUNDER TO HEAD NTIA □ Reagan intends to nominate 37-year-old minority counsel of Senate Communications Subcommittee. **PAGE 32.**

SUNSET AND SURVEILLANCE □ FCC is grilled on what it has done and what it plans to do. Questions raised in hearings on bill to make agency subject to periodic renewal. **PAGE 33.**

AT LARGE

ON TAP IN L.A. □ May time is affiliate meeting time. With ABC-TV's sessions opening today (**PAGE 34**), Robert F. Fountain, vice president in charge of station relations, discusses age-old question of compensation method, effect of DBS on networking and other items on and off official agenda. **PAGE 36.**

AWRT ADVANCE

HEADING FOR D.C. □ AWRT opens 30th annual convention in Washington tomorrow with much of agenda geared to capital backdrop. **PAGE 48.**

LAW & REGULATION

HARBINGER OF CHANGE □ Prospects of full copyright liability for cable increase as battle lines form at Senate hearing. **PAGE 52.**

PROGRAMING

BRISK MARKET IN CANNES □ Buying at MIP-TV is at usual fast pace. More U.S. firms shop for product; new technologies enjoy high visibility. **PAGE 62.**

BUSINESS

ABC PROFITS DECLINE □ Company reports 48% drop in first quarter, but cautions that accounting change and extraordinary role of last year's Olympics affect comparison. **PAGE 67.**

MEDIA

CLAIM FOR MORE FREEDOM □ NCTA tells Packwood that because cable is akin to newspapers, it should not be restricted by equal-time requirements and fairness doctrine. **PAGE 71.**

JOURNALISM

BUSINESS-MEDIA RELATIONS □ Keynoter Howard K. Smith tells Ohio conference there's room for improvement on both sides. Panelists also cite deficiencies and propose ways to attain more fairness. **PAGE 76.**

TECHNOLOGY

MORE DBS COMMENTS TO FCC □ Oak suggests methods to make service more competitive in marketplace. Consumer groups seek ascertainment obligations and ownership limits. **PAGE 79.**

1959

THE 'BROADCASTING' YEARS □ Charles Van Doren went to confession on Capitol Hill about quiz-show rigging. The government got after Mutual for network's arrangement with Dominican Republic. And Congress revised political broadcasting rules after witnessing equal-time antics of Lar Daly in his Uncle Sam suit. **PAGE 83.**

PROFILE

LABOR OF LOVE □ Martha Pell Stanville steps down this week as president of AWRT. The WCCO-TV executive feels it's been another exhilarating year in her romance with broadcasting that started in 1953. **PAGE 111.**

Bottom Line 68
Business Briefly 8
Changing Hands 72
Closed Circuit 7
Datebook 18
Editorials 114
Fates & Fortunes 107
For the Record 88
In Sync 81
Intermedia 75
Monday Memo 14
Monitor 66
News Beat 77
Playback 66
Stock Index 78
Washington Watch 60

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $30 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ ABC Sports 15 □ Accuracy In Media 51 □ American Petroleum Institute 12 □ Associated Press 19 □ Blackburn & Co 72 □ Broadcast Electronics 63 □ CBS News 82 □ Columbia Pictures 20-21, 24-25,36-37 □ Coors 53 □ Eastman Radio 10-11 □ Sandy Frank Productions Inc 39 □ Gaylord Broadcasting Co 13 □ Gannett 26 □ David Green 35 □ Harris 47 □ Home Theater Network 76 □ KING-TV 45 □ KTVI-TV Inside Back Cover □ Katz Front Cover □ Lutheran Laymen's League 57 □ MCA-TV 6 □ Robert O. Mahlman, Inc. 74 □ Mobil 9 □ Muzak 43 □ NTA 41 □ Otari 80 □ Press & Public Project 55 □ Cecil L. Richards 73 □ Selcom 75, 77, 79, 81 □ Storer 58-59 □ Studio Film & Tape 107 □ Tandem Inside Front Cover/Page 3,4 □ WCCO-TV 49 □ Ward Beck Back Cover □ Westwood One 8 □ Worldvision 16-17 □

Ratings Roundup

The first week of the prime-time rerun season, the week ended April 26, saw CBS-TV still in the victor's seat in the ratings, just as it was in the regular season (BROADCASTING, April 27). For the week, CBS turned in a 16.7 average prime-time rating and 29 average share, while ABC had a 16.0/27 and NBC a 14.2/24.

Two new CBS shows made the top 10, which otherwise consisted of repeats. *Private Benjamin* ranked fourth (22.5/35) and *Nurse* tied for eighth (20.4/37). Another new CBS entry, *The Two of Us*, drew a tie for 11th (19.8/30), but two other new CBS shows, *Checking In* and *Park Place*, ranked 37th (15.4/25) and 43d (14.6/23).

NBC Magazine With David Brinkley turned in one of its better performances (17.5/28), beating CBS's *Checking In* and *Park Place* and, on ABC, a repeat of *Bosom Buddies* (15.5/25), but falling fractionally short of a *Mork & Mindy* rerun (17.6/29).

An *ABC Wide World of Sports* 20th anniversary special (Saturday 8-9:30 p.m.) tied with a Barbara Mandrell repeat on NBC (8-9 p.m.) for tops (15.2/27) in their periods. A John Denver special on ABC Friday at 9 came in second (13.9/24) to CBS's *Dukes of Hazzard* (24.0/41) but ahead of NBC's *Gangster Chronicles* (10.4/19).

It was the first week under ABC's new policy of not counting hard news, unless part of a regularly scheduled series, in its calculation of prime-time averages (BROADCASTING, April 20). Both ABC and NBC benefitted by ABC's plan.

The First 20

1.	*Dukes of Hazzard* (9 p.m.)	CBS	24.0/41
2.	*Dukes of Hazzard* (10 p.m.)	CBS	23.3/44
3.	*M*A*S*H*	CBS	23.2/35
4.	*Private Benjamin*	CBS	22.5/35
5.	*Jeffersons*	CBS	22.4/37
6.	*Three's Company*	ABC	22.0/34
7.	*Diff'rent Strokes*	NBC	20.8/33
8.	*Nurse*	CBS	20.4/37
9.	*Too Close for Comfort*	ABC	20.4/32
10.	*Facts of Life*	NBC	20.0/32
11.	*60 Minutes*	CBS	19.8/41
12.	*Two of Us*	CBS	19.8/30
13.	*Barney Miller*	ABC	19.6/32
14.	*Alice*	CBS	19.5/33
15.	*House Calls*	CBS	19.4/30
16.	*Magnum, P.I.*	CBS	19.2/32
17.	*Real People*	NBC	19.2/31
18.	*Trapper John, M.D.*	CBS	19.1/34
19.	*Love Boat*	ABC	18.8/35
20.	*20/20*	ABC	18.8/34

The Final Five

63.	*Gangster Chronicles*	NBC	10.4/19
64.	*Palmerstown*	CBS	10.1/16
65.	*NBC White Paper* (special)	NBC	9.6/17
66.	*ABC News Closeup* (special)	ABC	8.1/15
67.	*Those Amazing Animals*	ABC	7.2/15

Monitor

Video publisher. American Express Co. has announced that Mitchell Beazley, international publishing group it acquired last year, has launched television production division, Mitchell Beazley Television, to produce film and video for broadcasting and cable markets. It is based in London and headed by Mick Csaky, former managing director of television and video publishing division, Viacom.

□

Believe it or not! Rastar Television has acquired rights to Robert Ripley collection of unusual facts and oddities and will use them in production of one-hour special for ABC-TV for broadcast this month. Project is in association with Columbia Pictures Television, which will distribute program worldwide.

□

And they're off! Sport of kings is coming to New York area via cable. Sportschannel pay sports network, carried by 18 systems in metropolitan area, has signed one-year agreement in principle with New York State Racing Association to carry daily results of racing program at three tracks—Belmont, Aqueduct and Saratoga. Programing begins May 6, airs six days per week and includes feature material in addition to races themselves.

□

Probing continues. USA Network announced 39-week renewal of *Sports Probe* series hosted by Larry Merchant. Produced by Corp. for Entertainment & Learning, and ProServe Television, series began original 2[illegible]-week run on USA Oct. 3, 1980; extension will carry it through end of 1981.

□

Times Mirror acquires cable films. "Spotlight", soon-to-be launched pay TV service of Times Mirror Cable Television, has acquired package of major theatrical features from Columbia Pictures. Among films obtained by service: "Stir Crazy," "Kramer vs. Kramer," "The Blue Lagoon" and "The Competition." Service has recently closed deals with Paramount, United Artists, Universal and Warner Brothers studios.

□

SelecTV scores. SelecTV of Wisconsin, programer of WCGV-TV in Milwaukee, will televise 26 home games of Milwaukee Brewers baseball over next two years. Rights to STV telecast are first for club, which sells regular broadcast rights to WVTV(TV) and WISN-TV Milwaukee. Terms of agreement were not announced.

□

Teaming up. Klein/Mednick Special Projects—new venture of Klein &, production and promotion firm, and Harvey Mednick, former RKO Radio vice president—has been formed to develop, produce and distribute programs and promos for film and music industries. Programing will be free and geared towards pay cable, commercial TV and radio. Company also will supply RKO Radio with music specials. Mednick now serves RKO as consultant.

PlayBack

In the marketplace. TM Special Projects is offering 16-hour radio special called *The Class of 81* for airing in mid-May, co-hosted by Los Angeles radio personality Tony St. James and comedian Gallagher. Program will emphasize music and interviews involving current recording artists and graduation day theme.

□

In the air. Association of Independent Radioproducers has begun distributing first edition of its new Directory of Radio Programing to general managers around country. Additional copies of twice-yearly volume may be ordered for $14.95 from AIR at Box 8888, Universal City, Calif. 91608.

□

Switching hats. WSB(AM) Atlanta has dropped affiliation with Mutual Broadcasting and replaced all-night *Larry King Show* with in-house production. Entitled *Interstate 75*, program features MOR country music and telephone talk. Hosting program is WSB air personality, William Vale.

□

First fives. The top five songs in **contemporary radio airplay,** as reported by BROADCASTING's *Playlist:* (1) *Just the Two Of Us* by Grover Washington Jr. on Elektra; (2) *Morning Train* by Sheena Easton on EMI/America; (3) *Being With You* by Smokey Robinson on Motown; (4) *Angel Of the Morning* by Juice Newton on Capitol; (5) *Kiss On My List* by Hall & Oates on RCA. The top five in **country radio airplay:** (1) *Am I Losing You?* by Ronnie Milsap on RCA(2) *I Loved 'Em Every One* by T.G. Sheppard on Warner Bros./Curb; (3) *Roll on Mississippi* by Charley Pride on RCA; (4) *Hey, Joe* by Moe & Joe on Columbia; (5) *Seven Year Ache* by Rosanne Cash on Columbia.

Business

ABC reports 48% profit decline on 1% revenue drop

First-quarter earnings statement finds TV network cause of overall slide by company; accounting shift and last year's winter Olympics, though, affect number comparisons

First-quarter earnings for American Broadcasting Companies plummeted to little better than half those of the same period last year, $12,760,000, 45 cents per share compared to $24,332,000, 86 cents per share, in 1980, a 48% drop. Revenues were down also, by 1%, to $541,233,000.

The ABC-TV network, suffering from "a significant profit decline" on lower revenues, contributed most to the slide. Three reasons were cited in the ABC announcement: "the weak television advertising marketplace that continued throughout much of the quarter, the residual effect of last year's actors' strike and increased programing costs."

At the same time, almost 57% of the company's earnings in the first quarter, $7.3 million, resulted from an accounting change ABC initiated in last year's fourth quarter. The change defers accounting of some of the costs of a television program from the time of its initial broadcast to subsequent broadcasts. Analysts see that change as primarily affecting accounting of motion pictures and mini-series. Without the accounting change, ABC earnings would have declined by more than 77% in the quarter. The timing of the change, which served to bring ABC in line with the methods used by most companies in the industry, reflected a belief at ABC, some analysts say, that it was necessary insurance against the possibility of a loss in the first quarter.

The company also pointed out that 1980 revenues had been boosted by the winter Olympics—first-quarter company revenues rose 21% last year. However, ABC net income and the profits of the TV network had both declined last year as well, making this a second consecutive year of first-quarter profit erosion at the corporate and network levels.

While earnings were down, company Chairman Leonard Goldenson and President Elton Rule were quoted as saying that "these results are stronger than we had earlier anticipated. Cost reduction measures" were accorded an "instrumental" role in buoying results, and Goldenson and Rule said they are "encouraged by a recent improvement in the overall broadcast advertising environment."

ABC Radio, thanks to "robust advertiser demand," logged improved revenues and profits. However, owned television stations' profits slipped from last year.

ABC Publishing profits declined on rising revenues, while the company's leisure parks division recorded drops in revenues and profits. ABC noted that last year's results showed an adverse effect from losses of Travel Network, (which it sold) while this year's earnings were reduced by a decline in interest income.

Alter paints rosy picture for analysts

CAB chief describes efforts being made to help cable develop into major ad medium

Wall Street entertainment analysts heard about the promise of cable advertising from the Cabletelevision Advertising Bureau's Bob Alter. Attesting to his own belief in the "very important" future of that segment of the cable industry, Alter began by reminding the analysts of the

1980 network numbers. The bottom line on revenues for the three television networks and their 15 owned and operated stations in 1980 was $4.6 billion up 11.5% from 1979. Pretax profits were down 7.2%, however, to $534.1 million from 1979's total of $572.6 million, according to FCC figures released last week.

Advertising sales from network operations were $4.8 billion, up 11.6% from 1979.

Net revenues from network operations totalled $3.9 billion, up 11.8% with the)&)'s accounting for the remaining $700.3 million, up 9.7%.

Pretax profits from network operations alone were $325.6 million, down 12.1%, while the O&O's made modest gains—$208.5 million, up 1.6%.

Broadcast expenses totalled $4.03 billion, up 14.6% with network operations accounting for $3.5 billion (up 14.7%) and O&O's reporting $491.8 million (up 13.6%). The three networks, exclusion of the O&O's, reported spending $486 million on their news and public affairs operations in 1980 as compared with $324 million in 1979 and $218 million in 1976, the previous presidential year.

1980 financial data of three television networks and their 15 owned and operated stations
(amounts in millions of dollars)

	Amount[a]	Total % change from 1979[b]	Amount[a]	Networks % change from 1979[b]	Amount[a]	O&O's % change from 1979[b]
1. Network advertising revenues			$4,796.1	11.6		
2. Deductions:						
a. Paid to owned and operated stations			115.5			
b. Paid to affiliated stations			310.9	8.1		
Total participation by stations			356.4	7.5		
3. Retentions from network advertising revenues	4,485.5	11.8	4,439.7	11.9	45.8	0.1
4. Nonnetwork time sales	802.9	10.6	—	—	802.9	10.6
5. Other broadcast revenues	151.3	6.7	146.0	7.2	5.3	(5.4)
6. Total broadcast revenues	5,439.7	11.4	4,585.7	11.7	854.0	9.9
7. Deduct commissions to agencies and representatives and cash discounts	874.2	11.1	720.5	11.2	153.7	10.8
8. Net broadcast revenues	4,565.5	11.5	3,865.2	11.8	700.3	9.7
9. Broadcast expenses	4,031	14.6	3,539.6	14.7	491.8	13.6
10. Broadcast income (before federal income tax)	534.1	(7.2)	325.6	(12.1)	208.5	1.6

---

[a] Last digits of figures may not add because of rounding.
[b] Percent change is based on the rounded figures. ( ) indicates decrease.

khz, 1 kw-D, 500 w-N; FM; 95.3 mhz, 3 kw ant. 235 ft.)—Seeks assignment of license from KOKI Inc. to Withers Broadcasting of Iowa Inc. for $900,000 (Broadcasting, Jan. 12). Seller: G. Dale Cowle (41.67%), Cowle Enterprises Ltd. (27.77%), Ronald D. Westby (18.06%) and Gertrude I. Flambo (41.67%). G. Dole Cowle Owns Cowle Enterprises, which owns KASI(AM)-KCCQ(FM) Ames, Iowa; 61.9% of KQCR-FM Cedar Rapids, Iowa, and 37.9% of KKJO(AM) St. Joseph, Mo. Buyer: W. Russell Withers Jr. (100%), who owns WDTV(TV) Weston, W.Va., and WMIX-AM-FM Mt. Vernon, Ill. He is also controlling partner of KGMO-AM-FM Cape Girardeau, Mo. Filed April 13.

■ WVIC-AM-FM East Lansing, Mich. (AM: 730 khz, 500 w-D; FM: 94.9 mhz, 49 kw, ant. 500 ft.)—Seeks assignment of license from WGSB Broadcasting Co. to Goodrich Broadcasting Inc. for $2,350,000. Seller: principally owned by James Morse, Charles Schuler and Joe Buyers. Morse is majority principal of WZZR-FM Grand Rapids, Mich. Schuler owns one-quarter of WQWQ(FM) Muskegon, Mich. Goodrich Theaters Inc. (84%), Robert E. Goodrich (12%) and Robert J. Malone (5%). Robert Goodrich owns Goodrich Theatres (100%), movie theater franchise throughout Michigan. Malone is former vice president and general manager of KARO(AM) Van Couver, Wash. They have no other broadcast interests. Filed April 10.

■ KTXX(AM) Whitefish, Mont. (AM: 1450 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Big Mountain Broadcasting Inc from Richard R. Miller and John L. Peterson (100% before; none after) to J. John Morrison (none before; 100% after) consideration: $10,000. Principals: Sellers seek to relinquish their control of station. Buyer is presently manager at KTXX. Filed April 8.

■ KTNC-AM-FM Falls City, Neb. (AM: 1230 khz, 500 w-D. 250 w-N; FM: 95.3 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Southwest Nebraska Broadcasting Inc. to C.R. Communications Inc. for $270,000 (Broadcasting, March 2). Seller: Edwin S. Towle III (100%), who has no other broadcast interests. Buyer: Charles A. Radatz (56%), Larry A. Lamont (25%) and Richard F. Morrissey (19%). Radatz is sales manager at WKTS(AM) Sheboygan, Wis. Lamont is technical school teacher. Morrissey is Sheboygan oral surgon. They have no other broadcast interests. Ann. April 9.

■ KBET(AM) Reno, Nev. (AM: 1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Sierra Broadcasting Inc. to Reno Electronics Inc. for $820,000. Seller: Royce P. Adams (38%), Robert H. Day Jr. and Julie A. Day (19% each), Marvin V. Bear (18%) and John P. Costello (6%), who have no other broadcast interests. Buyer: Bernstein Rein & Boasberg Advertising Inc. (100%), which is owned by Robert A. Bernstein (53%), Irwin D. Rein and Howard T. Boasberg Jr. (23.5% each) BRB is Kansas City, Mo.-based advertising agency that also owns KNUU(AM) Las Vegas. Ann. April 15.

■ KBSQ(FM) Espanola, N.M. (FM: 102.3 mhz, 1.1 kw, ant. 460 ft.)—Seeks assignment of license from KBSQ-FM Inc. to Espanola Valley Broadcasting Inc. for $250,000. Seller: James F. Hoffman and Jon Van Wambeck (50% each), who also own KDCE(AM) Espanola. Buyer: H. Keith Megill and wife, Viola (50% each). Keith Megill is director of Espanola Valley Community Activities. Viola Megil is community volunteer and housewife. They have no other broadcast interests. Filed April 9.

■ WGVA(AM) Geneva N.Y. (AM: 1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Radio Geneva Inc. to Seneca Lake Broadcasting Corp. for $450,000 (Broadcasting, March 30). Seller: Milton Jacobson and Samuel J. Semel (50% each), who have no other brodcast interests. Buyer: Daniel F. Gordon (100%), reporter for Poughkeepsie Newspapers Inc., has no other broadcast interests. Filed April 8.

■ WXNC(FM) Henderson, N.C. (FM: 92.5 mhz, 15.5 kw, 280 ft.)—Seeks assignment of license from Rigel Inc. to Bible Broadcasting Network Inc. for $335,000. (Broadcasting, Dec. 8 1980). Seller: Roy O. Rodwell and William F. Belote (45% each) and James M. Simpson (10% each). They also own WNHC(AM) Henderson. Buyer: Nonprofit, nonstock corp.; Lowell L. Davey, his wife, Georgenna; Lowell's brother, Keith H. and his wife, Yvonne (25% each). They also own WYFI(FM) Norfolk, Va.; WHPE(FM) High Point, N.C.; WAVO(AM) Decatur, Ga., and WYFJ(FM) Ashland, Va. They are applicants for new educational FM at Gaffney, S.C. (BROADCASTING, January 1, 1979). Filed April 8.

■ KWEN(FM) Tulsa, Okla. (FM: 95.5 mhz, 100 kw, ant. 300 ft.)—Seeks assignment of license from KWEN Inc. to Katz Broadcasting of Tulsa Inc. for $3,050,000. (BROADCASTING, March 9). Seller: principally owned by Ron Curtis, who also owns KOKY(AM)-KLAZ(FM) Little Rock, Ark. Buyer: Subsidiary of Katz Agency Inc., New York-based station representative; James Greenwald is chairman. It is also new TV applicant for Omaha, Neb. (Broadcasting, Dec. 17, 1979). Filed April 8.

■ WYNN(AM) Florence, N.Y. (AM: 540 khz, 250 w-D)—Seeks transfer of control of Forjay Broadcasting Inc. from John F. Maurer and others (85% before; none after) to James N. Maurer and others (15% before; 100% after); consideration: $512,000. Principals: Sellers are John F. Maurer (55%), his son, John G. (10%) and Agnes C. Hunt (20%). Buyer is son of John F., James N. Maurer (80%), and James' sisters, Mary Fulton and Jennifer Welsch (10% each). James Maurer is Hilton Head, S.C., real estate investor and has no other broadcast interests. Filed March 16.

■ KLSN(FM) Brownwood, Tex. (FM: 104.1 mhz, 100 kw, ant. 205 ft.)—Seeks assignment of license from GBE Inc. to Cycles Communications Inc. for $225,000. Seller: Stephen F. Pasquini, wife, Peggy C. (25% jointly), father of Peggy, George F. Clements (24%), Ernest F. Cadenhead (25%), M. Byran Healer III (25%) and Gary R. Price (1%). Healer, Cadenhead and Stephen Pasquini each own 22.1% of KBAL-AM-FM San Saba, Tex. Buyer: Louis H. Gonzales (52%), Ronald G. Leppig and Dennis K. Boyle (24% each). Gonzales is account executive at Pates, Walton radio representatives, Chicago. Leppig is station manager at WAIT(AM) Chicago. Boyle is account executive at John Blair Co., Chicago. Ann. March 16.

■ KATI(AM)-KAWY(FM) Casper, Wyo. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 94.5 mhz, 65 kw, ant. 1,908 ft.)—Seeks transfer of control of Modcom Corp. from Patrick H. Meenan (100% before; none after) to Casper Broadcasting Co. (none before; 100% after) consideration: $1,550,000. Principals: Seller is owned by Patrick H. Meenan and family, who have no other broadcast interests. Buyer is joint venture owned by Hawkeye Broadcasting Inc. (49%) and Salina Broadcasting Inc. (51%). Hawkeye Broadcasting is owned by James Stuart (98.48%) and Helen Stuart (1.52%). It owns KOEL-AM-FM Oelwein, Iowa. Salina Broadcasting is owned by James Stuart children (51%) and grandchildren (49%) They are Lincoln, Neb.-based group owners of five AM's and five FM's. Filed March 20.

Actions

■ WDLP(AM) Panama City Beach, Fla. (AM: 590 khz, 1 kw-U)—Granted assignment of license from Media Investors Ltd. to Janus Broadcasting Inc. for $650,000. Seller: Syndicated Services Inc., general partner, and 35 limited partners. Harold Grothaus is principal of Syndicated Services Inc. They are also licensee of WFTP(AM) Ft. Pierce, Fla. Buyer: Lindholm and McCoy are general manager and sales manager, respectively, at WDPL and each own 40% of WGNE-AM-FM Panama City Beach/Panama City, Fla. Johnson is physician in Santa Ana, Calif., and 20% owner of WGNE. Ann. Feb. 25.

■ WKRW(AM) Cartersville, Ga. (AM: 1270 khz, 500 w-D)—Granted assignment of license from Bartow Radio Corp. to Empire Radio Ltd. for $242,000. Seller: Don H. Kordecki (100%), who has no other broadcast interests. Buyer: Julia N. Frew (80%) and her daughter, Julie (20%). Julia is former co-owner and manager of WYXI(AM) Athens, Tenn. Julie is student. They have no other broadcast interests. Action April 20.

■ WAGM(AM) Presque Isle, Me. (AM: 950 khz, 5 kw-U)—Granted assignment of license from Aroostock Broadcasting Corp. to Colonial Broadcasting Corp. for $235,000. Seller: Horace Hildreth and family. They also own WABI-AM—TV WBGW(FM) Bangor, Me.; WCJB-TV Gainesville, Fla., and WAGM-TV Presque Isle. Buyer: Harry F. Rideout, J. Gregory Freeman and Stephen A. Candars (one-third each). They are partners in Presque Isle real estate investment company and have no other broadcast interests. Action April 17.

■ WTTR-AM-FM Westminster, Md. (AM: 1470 khz, 1 kw-D: FM: 100.7 mhz, 50 kw, ant. 350 ft.)—Granted assignment of license from Carrol County Broadcasters Corp to Shamrock Communications Inc. for $1,742,510 Seller is principally owned by Russel Morgan and his wife, Kathryn. They have no other broadcast interests. Buyer is owned by William R. Edward, and George V. Lynett, brothers; and Mrs. James J. Haggerty, their sister. They own KDIX(FM) Orlando, Fla.; WEJL(AM)-WEZX(FM) Scranton, Pa., and WQFM(FM) Milwaukee. Lynett family also owns *Scranton* (Pa.) *Times* and *The Towanda* (Pa.) *Daily Review*. Action April 7.

■ KLIK(AM)-KJFF(FM) Jefferson City, Mo. (AM: 950 khz, 5 kw-D, 500 w-N; FM: 106.9 mhz, 100 kw, and. 600 ft.)—Granted assignment of license from KLIK Radio 950 Inc. to Brill Media Corp. for $2.1 million. Seller is owned by R. McVay (22%) and nine others. McVay and Grieve are also principals in WIVQ(FM) Peru, Ill.; WSTL(AM) Eminence, Ky.; WBUK(AM) Portage-Kalamazoo and WKNX(AM) SAginaw, both Michigan. Remaining shareholders have no other broadcast interests. Buyer is owned by Allen R. Brill, Charlottesville, Va., financial consultant. Brill recently purchased WPVA-AM-FM Petersburg (Colonial Heights), Va. He has 10% interest in Worrell Broadcasting Inc., licensee of WHSV-TV Harrisonburg, Va.; WIFR-TV Rockford, Ill., and WBNB-TV Charlotte-Amalie, St. Thomas, Virgin Islands. Action April 21.

■ WKNY(AM) Kingston, N.Y. (AM: 1490 khz, 1 k2-D, 250 w-N)—Granted assignment of license from Kingston Broadcasters Inc. to Sawmill Broadcasters Inc. for $510,000. Seller: Dorothy Martin Moore (88.5%), Phyllis Bernstein (9.7%) and Moore's father, Alistair B. Martin (1.8%). Moore owns 14% of WMGW(AM(-WXPR(FM) Meadville, Pa.; 35% each of WGRD-AM-FM Grand Rapids and WTRU(AM) Muskegon, Mich. and 1% of WAAL(FM) Binghamton, N.Y. Martin owns 50% of WTRW(FM) Whitehall, Mich., 43% of WAAL(FM), 1% of WMGW(AM)-WXPR(FM) and 50% of WRMF-AM-FM Titusville, Fla. Bernstein is 15% owner of WTRW(FM); 18% of WAAL(FM), and 12.7% common and 10.2% of preferred of WBXA(AM)-WNIQ(FM) Glens Falls, N.Y. Buyer: Richard Landy (63.97%) and David R. Klemm (33.6%); also, Richard Landy is custodian for his sons, Douglas and John (1.35% each). Landy is president and owns 28% of Madison Communications, operator

Summary of broadcasting

FCC tabulations as of March 31, 1981

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,601	3	5	4,609	109	4,718
Commercial FM	3,308	2	5	3,315	149	3,464
Educational FM	1,096	0	0	1,096	71	1,167
Total Radio	9,005	5	10	9,020	329	9,349
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	95	334
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	17	179
Total TV	1,018	4	7	1,029	125	1,154
FM Translators	354	0	0	354	214	568
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,395	0	0	1,395	492	1,887

**Special temporary authorization* ***Includes off-air licenses*

5/17/81

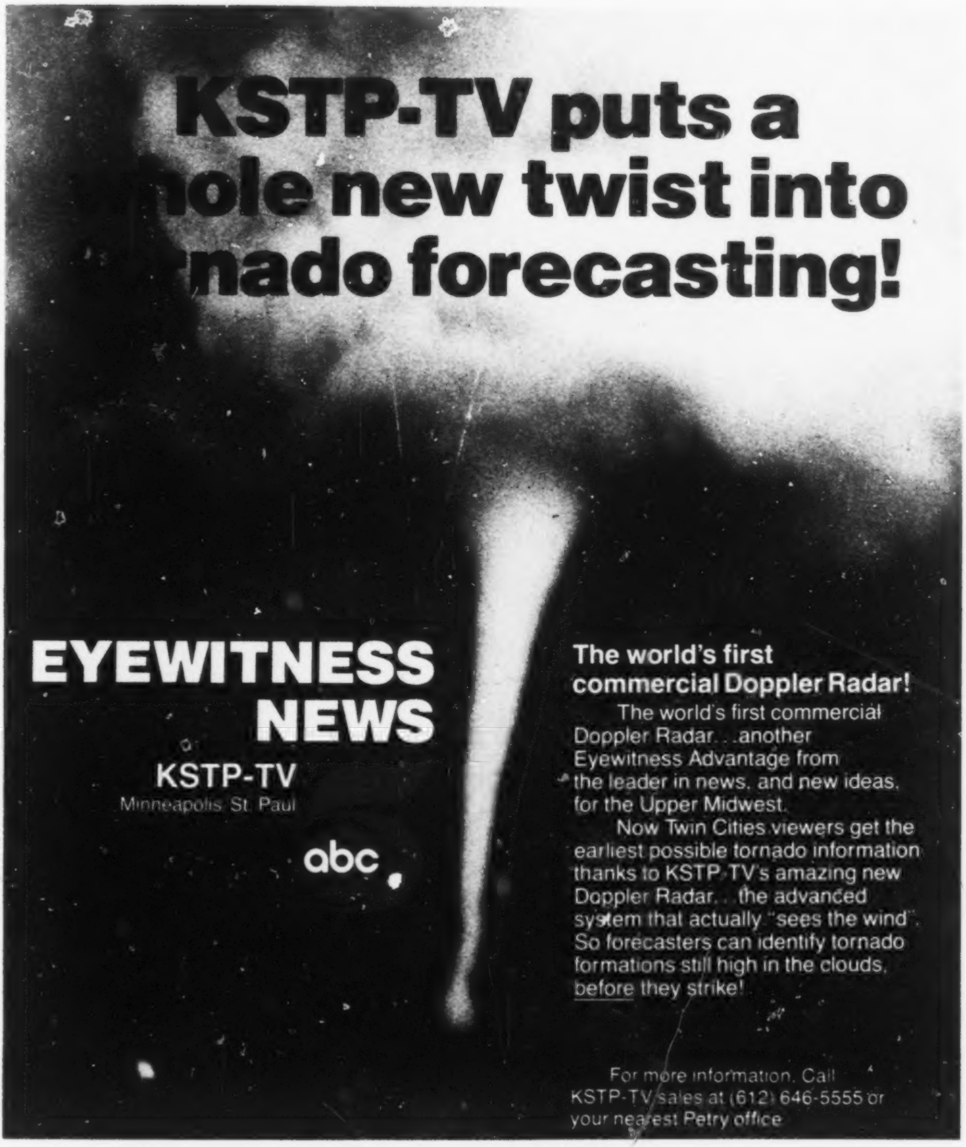
C 1759-1

And RCA makes three into cable □ CBS affiliates take over in L.A. □ Latest ranking of U.S. TV markets

Broadcasting May 11

The News Magazine of the Fifth Estate □ Vol. 100 No. 19

50th Year □ 1981



KSTP-TV puts a whole new twist into tornado forecasting!

EYEWITNESS NEWS

KSTP-TV

Minneapolis St. Paul

abc

The world's first commercial Doppler Radar!

The world's first commercial Doppler Radar. . .another Eyewitness Advantage from the leader in news, and new ideas, for the Upper Midwest.

Now Twin Cities viewers get the earliest possible tornado information thanks to KSTP-TV's amazing new Doppler Radar. . .the advanced system that actually "sees the wind". So forecasters can identify tornado formations still high in the clouds, before they strike!

For more information, Call KSTP-TV sales at (612) 646-5555 or your nearest Petry office

20014KENNEP2098 ZWZ APR/81
J P KENNEDY ##SAMPLE
CIS
4520 EAST WEST HWY
SUITE 800
WASHINGTON DC 20014

The First 50 Years Of Broadcasting

1960

□

PAGE 77

BEST AVAILABLE COPY

Broadcasting May11

The Week in Brief

TOP OF THE WEEK

RCA CABLE COMMITMENT ☐ Chairman Griffiths speaks of pay TV plans at board meeting. Schlosser expected to oversee effort. **PAGE 23.**

HARD LOOK AT TELEPUBLISHING ☐ ANPA convention reflects newspapers' interest in electronic transmission of news and advertising. Common plea: Keep AT&T locked out. **PAGE 24.**

BACK ON TRACK ☐ SMPTE group on digital TV standards votes to adopt sampling frequency of 13.5 mhz, move crucial to establishment of world standards. **PAGE 25.**

OUTLOOK FOR WOMEN ☐ Keynoter Stahl tells AWRT convention that troubled economy means more difficult times for career women. Association President Stanville says one answer is hard work, praises AWRT record. **PAGE 26.**

POLITICAL HISSES ☐ Right wing berates political left in radio and TV commercials and gets broadcast broadside in return. Government union turns to spots to mock Reagan's economic programs. **PAGE 27.**

SO FAR, SO GOOD ☐ That's Dan Rather's assessment of his first 10 weeks as Walter Cronkite's successor. He's happy about ratings, striving to meet his predecessor's standards, wants longer news and will push to develop talented correspondents. **PAGE 29.**

AT LARGE

WHERE CBS-TV STANDS ☐ With that network meeting this week with affiliates in Los Angeles (**PAGE 30**), BROADCASTING editors sat down with Tony C. Malara, CBS-TV vice president, affiliate relations, to get his views on pre-emptions, station compensation, satellite distribution, programing and many other subjects. **PAGE 35.**

BUSINESS

NEW TV HOMES COUNT ☐ Total passes 80-million mark in latest Nielsen figures that will be used in local measurements next month. **PAGE 46.**

LAW & REGULATION

MARKUPS ON HILL ☐ Senate Commerce Committee makes small changes in FCC bill that would tighten reins on FCC. **PAGE 50.** House confines itself to single amendment in its FCC bill. **PAGE 52.**

TECHNOLOGY

MORE INPUT ON DBS ☐ NAB urges FCC to wait before setting policy, NBC urges it to go ahead, Justice wants market regulation. **PAGE 58.**

MEDIA

ABC'S STRATEGY ☐ TV affiliates at Los Angeles meeting are told network lineup will stay with strong, shore up weak, hear company's top executive outline ABC-TV's goals and ways to obtain them. **PAGE 60.** Belo's Huey elected chairman of affiliates board. **PAGE 62.** Arledge unveils plan for new Sunday news hour. **PAGE 63.** Howard Cosell among new entries ABC Sports will put in starting gate. **PAGE 63.** ABC study used to rebut pressure groups. **PAGE 63.**

PROGRAMING

LACK OF ADRENALINE ☐ Agencies criticize network fall lineups for dearth of innovation, refuse to accept that pressure groups caused drastic changes, and expect CBS-TV to win again. **PAGE 69.**

JOURNALISM

SDX'S TORNABENE ☐ New executive director, who takes over in three weeks, is first from broadcast ranks in that post. **PAGE 73.**

1960

THE 'BROADCASTING' YEARS ☐ The Great Debates helped to bring John F. Kennedy to the White House. Great arguments over Chairman John Doerfer's travels helped to put him out of the FCC. The NAB lost Harold Fellows and turned to charismatic Leroy Collins for leadership. **PAGE 77.**

PROFILE

FROM FOURTH TO FIFTH ESTATE ☐ Barbara Cohen's faculty adviser suggested she pursue a career in journalism. It started her down a path of 10 years of newspaper work that brought her to National Public Radio as director of news and information. **PAGE 103.**

Index to departments

Bottom Line.............. 48
Business Briefly........... 8
Changing Hands......... 66
Closed Circuit............ 7
Datebook............... 11
Editorials.............. 106
Fates & Fortunes........ 99
For the Record.......... 81
In Sync.................. 58
Intermedia.............. 68
Monday Memo........... 18
Monitor................. 72
News Beat.............. 74
Stock Index............. 49
Washington Watch....... 53

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $30 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ ARTS Channel 44-45 ☐ Accuracy In Media 15 ☐ American Chiropractic Assoc. 59 ☐ American Petroleum Institute 68 ☐ Associated Press 10-11 ☐ Beck-Ross Communications 9 ☐ Blackburn & Co. 66 ☐ Broadcast Personnel 99 ☐ Cetec 61 ☐ Churchill Productions 14 ☐ Continental Broadcasting Network Inc. 34 ☐ Continental Electronics 68 ☐ Delta Airlines 57 ☐ David Green 4 ☐ Group W 31-33 ☐ Group W Productions 40-41 ☐ Harris 51 ☐ Heller-Oak Communications Finance Corp. 67 ☐ KSTP-TV Front Cover ☐ Katz 43 ☐ Media People 62 ☐ Mutual Broadcasting System 17 ☐ NBC-TV Owned Stations 76 ☐ NEC Inside Back Cover ☐ Nine Network Australia Back Cover ☐ Operation Prime Time 19-22 ☐ SFM Entertainment 6 ☐ Selcom 63, 65, 71, 73 ☐ Standard Rate & Data Service 68 ☐ Howard Stark 56 ☐ Station Business Systems 69 ☐ Joe Sullivan & Associates 36 ☐ Tektronics 54-55 ☐ Telepictures Corp. Inside Front Cover/Page 3 ☐ Edwin Tornberg & Co. Inc. 81 ☐ Warner Brothers Television 12-13 ☐ Westwood One 8 ☐ Youngs, Walker & Co. 72 ☐

Total TV homes break 80-million barrier

'80 census count prompts Nielsen to revise figures that reflect many changes below top-10 markets

The first look at new TV market rankings based on the 1980 census was provided by A.C. Nielsen Co. last week with the release of new estimates, as of Jan. 1 this year, for each of the markets it measures.

In total, the new figures show a 2.7% gain in total TV homes to 80,171,850, up from 78,032,880 shown in earlier estimates. These figures include Hawaii.

The new market figures will be used for this year's May and July local-market measurements. Then a new set will be developed for use starting in the fall.

Nielsen officials noted that in some cases, such as Los Angeles and San Diego, the new estimates indicate declines in TV households, compared with the estimates used from last October through March, even though it is known that the markets have grown in total population. This occurred, they said, because the census data proved that the projected TV growth rates used in the past were too high. Conversely, in other cases the census showed projected TV growth rates to have been too low.

In general, Sun Belt markets tend to benefit most in the new figures, with TV growth rates often in double-digit percentages. West Palm Beach-Fort Pierce, Fla., for an extreme example, is shown with a 35.3% increase. In Orlando-Daytona Beach, Fla., where WFTV(TV) Orlando's Walter Windsor has led a multi-state campaign for early conversion to the new census data, the new figures are 15.8% higher than the old ones.

Within the top 10 DMA's (designated market areas) there were no changes in ranking, despite drops of 232,340 TV homes (3.6%) by top-ranked New York and, 263,780 households (6.1%) by second-ranked Los Angeles-Palm Springs and a gain of 113,870 TV households (9.4%) by 10th-ranked Dallas-Fort Worth.

Markets 10-20 saw some shifting, mostly with cities gaining or losing one or two places, but all that had been on that list previously stayed there. Tampa-St. Petersburg, Sarasota, Fla., made an impressive move up from 18 to 13 as households increased 17.6%.

Among other markets within the top 100, DMA's rising five or more positions on the list were Phoenix-Flagstaff (31 to 25); Orlando-Daytona Beach, Fla. (41 to 33); Shreveport, La. (60 to 55), West Palm Beach-Fort Pierce, Fla. (78 to 64); Tucson (Nogales), Ariz. (96 to 86), and Austin, Tex. (100 to 90).

Dropping five or more rankings in the top 100 were San Diego (24 to 30); Columbus, Ohio (34 to 39); Springfield-Holyoke, Mass. (87 to 96) and Burlington, Vt.-Plattsburgh, N.Y. (92 to 98).

While many rankings changed, no one dropped out of the top 50 DMA's. Of the top 100, Fort Wayne, Ind., (from 101 to 99) and Waco-Temple, Tex. (103 to 100) joined that group; Lansing, Mich. (94 to 101), and Fargo-Valley City, N.D. (99 to 102), missed the cut-off.

Among the smaller markets, ranking gains of 10 or more positions were made by Fort Myers-Naples, Fla. (128 to 109); Las Vegas (123 to 110); Harlingen-Weslaco, Tex. (143 to 132), and Gainesville, Fla. (180 to 170). Not so good was the news for Wichita Falls, Tex., and Lawton, Okla. (111 to 124).

□

In the accompanying tables, "original" rank and estimates are those used from October 1980 through March 1981. "Revised" rank and estimates are the new ones, to be used in May and July.

Nielsen TV household estimates

Rank Revised	Rank Original	Market	Revised	Original	% change
156	157	Abilene-Sweetwater, Tex.	100,790	99,870	0.9
173	170	Ada-Ardmore, Okla.	64,950	67,320	−3.5
151	151	Albany, Ga.	118,410	114,330	3.6
51	51	Albany-Schenectady-Troy, N.Y.	459,040	447,590	2.6
67	70	Albuquerque-Framington, N.M.	348,110	319,170	9.1
166	171	Alexandria, La.	79,870	66,000	21.0
164	162	Alexandria, Minn.	87,500	84,840	3.2
202	202	Alpena, Mich.	11,830	11,440	3.4
123	117	Amarillo, Tex.	143,570	160,370	2.0
18	17	Atlanta	1,007,470	956,750	9.3
104	110	Augusta, Ga.	196,380	168,910	16.3
90	100	Austin, Tex.	238,000	198,240	20.1
145	154	Bakersfield, Calif.	130,380	109,950	18.6
20	19	Baltimore	826,290	809,540	2.1
151	150	Bangor, Me.	110,240	118,240	−6.8
93	97	Baton Rouge	229,870	206,330	11.4
125	124	Beaumont-Port Arthur, Tex.	161,830	152,660	6.0
146	148	Beckley-Bluefield-Oak Hill, W.Va.	127,850	121,690	5.1
169	167	Billings, Mont.	70,000	71,020	−1.4
182	188	Biloxi-Gulfport, Miss.	56,460	49,320	14.5
126	119	Binghamton, N.Y.	158,910	159,730	-0.5
37	36	Birmingham-Anniston, Ala.	560,830	543,870	3.1
142	144	Boise, Idaho	139,490	125,850	10.8
6	6	Boston-Manchester, N.H.-Worcester, Mass.	1,813,360	1,886,310	−3.9
32	29	Buffalo, N.Y.	608,650	635,270	−4.2
98	92	Burlington, Vt.-Plattsburgh, N.Y.	214,170	216,510	8.2
180	175	Butte, Mont.	58,940	63,330	−6.7
186	186	Casper-Riverton, Wyo.	54,460	53,100	2.6
75	75	Cedar Rapids-Waterloo-Dubuque, Iowa	304,900	295,260	3.3
72	73	Champaign & Sprngfld-Decatur, Ill.	315,860	304,090	3.9
114	122	Charleston, S.C.	174,770	157,850	10.7
48	49	Charleston-Huntington, W.Va.	476,040	451,620	5.4
31	33	Charlotte, N.C.	612,140	559,720	9.4
79	77	Chattanooga	285,730	280,790	1.8
181	179	Cheyenne, Wyo.-Scottsblf, Neb.-Sterling, Colo.	57,650	60,520	−4.7
3	3	Chicago	2,904,440	2,854,980	1.7
148	140	Chico-Redding, Calif.	125,300	129,600	−3.3
24	27	Cincinnati	700,270	681,680	2.7
167	165	Clarksburg-Weston, W.Va.	73,090	73,490	−0.5
8	8	Cleveland, Akron, Ohio	1,401,040	1,300,200	3.0
106	105	Colorado Springs-Pueblo	188,500	180,390	4.5
94	98	Columbia, S.C.	228,000	203,400	12.1
129	130	Columbia-Jefferson City, Mo.	151,040	144,400	4.6
117	120	Columbus, Ga.	172,440	159,230	8.3
39	34	Columbus, Ohio	556,870	56,790	0.0
140	136	Columbus-Tupelo, Miss.	142,990	135,400	5.5
131	135	Corpus Christi, Tex.	147,260	137,420	7.2
10	10	Dallas-Fort Worth	1,330,800	1,216,930	9.4
73	72	Davenport, Iowa-Rock Island-Moline, Ill.	313,890	304,740	3.0
49	48	Dayton, Ohio	475,890	453,120	5.0
21	21	Denver	794,960	764,560	4.0
69	64	Des Moines-Ames, Iowa	336,520	327,620	2.7
7	7	Detroit	1,638,250	1,625,090	0.4
162	158	Durham, Ala.	90,390	91,400	−1.1
115	109	Duluth-Superior, Mich.	174,510	172,550	1.1
103	104	El Paso	196,970	183,060	7.6
138	139	Erie, Pa.	144,350	131,310	9.9
122	129	Eugene, Ore.	165,620	151,840	9.1
187	185	Eureka, Calif.	52,120	53,460	−2.5
91	88	Evansville, Ind.	237,490	227,660	4.3
102	99	Fargo-Valley City, N.D.	206,740	201,980	2.4
57	53	Flint-Saginaw-Bay City, Mich.	418,600	423,170	−1.1

Rank		Market	Revised	Original	% change
Revised	Original				
158	159	Florence, S.C.	96,430	90,440	4.6
66	64	Fresno (Visalia), Calif.	359,100	340,170	5.6
109	124	Fort Myers-Naples, Fla.	184,120	147,640	24.7
147	147	Fort Smith, Ark.	126,690	121,900	3.9
99	101	Fort Wayne, Ind.	208,130	197,200	5.5
170	180	Gainesville, Fla.	69,520	57,020	21.9
201	203	Glendive, Mont.	4,600	4,500	2.2
100	109	Grand Junction-Montrose, Colo.	47,560	45,110	5.4
40	39	Grand Rapids-Kalmzoo-B. Crk, Mich.	548,680	536,630	2.2
179	168	Great Falls, Mont.	63,120	69,970	−9.8
68	66	Green Bay, Wis.	345,660	337,790	2.3
52	54	Greensboro-H. Point-W. Salem, N.C.	454,600	415,830	9.3
88	90	Greenville-N. Bern-Washngtn, N.C.	242,050	222,700	8.7
36	37	Greenville-Spartnbg, S.C.-Asheville, N.C.	575,460	542,510	6.1
192	191	Greenwood, Miss.	41,780	42,060	−0.7
154	155	Hagerstown, Md.	108,670	106,050	2.5
132	143	Harlingen-Wallace, Tex.	146,160	127,050	15.0
50	50	Harrisburg-Lncstr-Leb-York, Pa.	469,650	449,960	4.4
195	195	Harrisonburg, Va.	31,480	30,910	1.8
26	26	Hartford & New Haven, Conn.	690,430	667,660	0.4
165	164	Hattiesburg-Laurel, Miss.	83,080	74,620	11.3
77	80	Honolulu	295,300	266,330	10.9
11	12	Houston	1,267,300	1,150,020	10.2
89	89	Huntsville-Decatur-Florence, Ala.	238,500	226,570	5.3
163	161	Idaho Falls-Pocatello, Idaho	88,280	85,210	3.6
19	20	Indianapolis, Lafayette, Ind.	840,670	802,380	4.8
80	83	Jackson, Miss.	281,160	255,830	9.9
191	191	Jackson, Tenn.	42,670	39,860	7.0
63	65	Jacksonville, Fla.	376,530	338,050	11.4
81	79	Johnstown-Altoona, Pa.	277,150	268,670	3.2
174	169	Jonesboro, Ark.	64,130	67,360	−4.5
121	112	Joplin, Mo.-Pittsburg, Kan.	166,800	165,960	0.5
27	25	Kansas City	671,580	690,130	−2.7
60	61	Knoxville, Tenn.	400,430	372,180	7.6
133	132	La Crosse-Eau Claire, Wis.	145,950	141,120	3.4
116	118	Lafayette, La.	173,960	160,000	8.7
168	172	Lake Charles, La.	70,560	65,930	7.0
101	94	Lansing, Mich.	207,790	211,240	−1.6
199	199	Laredo, Tex.	27,820	26,860	3.6
110	123	Las Vegas	182,110	155,030	17.5
87	86	Lexington, Ky.	247,690	229,590	7.9
193	193	Lima, Ohio	39,730	36,270	9.5
85	85	Lincoln-Hastings-Krny, Neb.	255,650	254,560	0.4
56	57	Little Rock-Pine Bluff, Ark.	420,230	404,240	4.0
2	2	Los Angeles, Palm Springs, Calif.	4,029,110	4,292,890	−6.1
41	42	Louisville, Ky.	514,230	489,950	5.4
135	129	Lubbock, Tex.	144,850	144,930	−0.1
139	137	Macon, Ga.	143,290	134,480	6.6
105	102	Madison, Wis.	191,310	191,690	−0.2
183	182	Mankato, Minn.	56,400	54,520	3.4
185	181	Marquette, Mich.	55,580	55,150	0.2
141	133	Mason City-Austin-Rochester, Minn.	141,250	139,670	1.1
155	153	Medford-Klamath Falls, Ore.	107,020	110,860	−3.5
38	35	Memphis	560,000	548,560	2.1
172	173	Meridian, Miss.	69,050	64,780	6.6
14	16	Miami-Fort Lauderdale, Fla.	1,073,350	967,110	11.0
28	28	Milwaukee	665,940	664,200	0.3
14	13	Minneapolis-St. Paul	1,034,350	996,400	3.8
143	141	Minot-Bismarck-Dickinson, N.D.	133,620	128,060	4.3
176	175	Missoula, Mont.	62,800	62,050	1.2
62	62	Mobile, Ala.-Pensacola, Fla.	380,430	360,270	5.6
111	114	Monroe, La.-El Dorado, Ark.	181,620	164,080	10.7
118	121	Monterey-Salinas, Calif.	171,610	158,360	8.4
113	108	Montgomery, Ala.	178,630	173,990	2.7
29	30	Nashville-Bowling Green, Ky.	664,850	632,330	5.1
35	38	New Orleans	577,640	537,430	7.5
1	1	New York	6,227,360	6,459,700	−3.6
47	47	Norfolk-Portsmth-Newpt News, Va.	478,780	457,640	4.6
201	201	North Platte, Neb.	15,450	15,950	−3.1
152	152	Odessa-Midland-Monahans, Tex.	116,310	113,050	2.9
42	40	Oklahoma City	513,750	527,670	−2.6
70	69	Omaha	324,980	323,000	0.6
33	41	Orlando-Daytona Beach, Fla.	584,150	504,630	15.4
190	190	Ottumwa, Iowa-Kirksville, Mo.	42,740	44,030	−2.9
76	74	Paducah, Ky.-Girardeau, Mo.-Harrbg, Ill.	295,850	296,040	−0.1
171	177	Panama City, Fla.	69,410	61,990	12.0
184	184	Parkersburg, W.Va.	56,400	53,640	5.1
95	93	Peoria, Ill.	221,320	215,910	2.5
4	4	Philadelphia	2,382,320	2,374,520	0.3
25	31	Phoenix, Flagstaff, Ariz.	696,320	621,110	12.1
12	11	Pittsburgh	1,204,870	1,166,120	3.3
23	23	Portland-Bend, Ore.	774,060	740,520	4.5
78	76	Portland-Poland Spring, Me.	286,460	298,780	−2.2
197	196	Presque Isle, Me.	28,520	29,900	−4.6
34	32	Providence, R.I.-New Bedford, Mass.	582,850	583,140	−0.0
149	149	Quincy, Ill.-Hannibal-Keokuk, Mo.	122,170	118,830	2.8
43	43	Raleigh-Durham, N.C.	508,110	469,020	8.3
160	160	Rapid City, S.D.	91,510	89,930	1.0
134	138	Reno	145,680	132,330	10.1
200	200	Rhinelander, Wis.	19,800	19,010	4.2
54	55	Richmond-Petrsbg, Charltsvl, Va.	432,000	412,040	4.8
65	63	Roanoke-Lynchburg, Va.	363,250	346,270	4.9
71	67	Rochester, N.Y.	323,120	336,890	−4.1
112	107	Rockford, Ill.	180,920	176,840	2.3
189	187	Roswell, N.M.	42,940	52,580	−18.3
22	22	Sacramento-Stockton, Calif.	788,050	749,480	5.1
161	166	Salisbury, Md.	90,710	72,950	24.3
44	44	Salt Lake City	504,490	467,300	8.0
194	194	San Angelo, Tex.	33,810	33,030	2.4
45	46	San Antonio, Tex.	487,860	460,620	5.9
30	24	San Diego	657,820	725,260	−9.3
5	5	San Francisco-Oakland	1,872,830	1,946,790	−3.8
120	115	Santa Barbara-Santa Mar-San Luis, Calif.	169,010	163,690	3.3
108	116	Savannah, Ga.	185,660	160,480	15.7
14	14	Seattle-Tacoma	1,028,130	994,040	3.4
55	60	Shreveport, La.	426,790	380,200	12.3
130	127	Sioux City, Iowa	149,100	149,400	−0.2
97	95	Sioux Falls (Mitchell), S.D.	216,220	208,680	3.6
82	82	South Bend-Elkhart, Ind.	273,620	259,920	5.3
74	71	Spokane, Wash.	308,130	310,830	−0.9
84	81	Springfield, Mo.	267,090	263,770	1.3
96	87	Springfield-Holyoke, Mass.	219,870	227,890	−3.5
178	178	St. Joseph, Mo.	59,840	60,740	−1.5
17	15	St. Louis	1,021,010	986,760	3.5
53	52	Syracuse-Elmira, N.Y.	437,310	442,540	−1.2
136	142	Tallahassee, Fla.-Thomasville, Ga.	144,680	127,760	13.2
13	18	Tampa-St. Petersbg-Sarasota, Fla.	1,096,900	932,360	17.6
119	113	Terra Haute, Ind.	170,210	164,930	3.2
59	59	Toledo, Ohio	402,720	392,900	2.5
150	146	Topeka, Kan.	121,540	122,100	−0.5
137	134	Traverse City-Cadillac, Mich.	144,610	137,920	4.9
83	84	(Bristol, Va.-Kngspt.-J. City, Tenn.)	271,320	254,780	6.5
86	96	Tucson (Nogales), Ariz.	255,560	208,640	22.5
58	56	Tulsa, Okla.	415,490	406,190	2.3
198	198	Twin Falls, Idaho	27,980	28,570	−2.1
159	163	Tyler, Tex.	94,930	83,460	13.7
157	156	Utica, N.Y.	96,680	100,240	−3.6
100	103	Waco-Temple, Tex.	208,110	191,540	8.7
9	9	Washington	1,339,480	1,297,260	3.3
177	174	Watertown, N.Y.	62,440	64,180	−2.7
144	145	Wausau, Wis.	132,760	125,670	5.6
64	78	West Palm Beach-Fort Pierce, Fla.	375,600	277,520	35.3
107	106	Wheeling, W. Va.-Steubenville, Ohio	185,770	178,180	4.3
124	111	Wichita Falls, Tex.-Lawton, Okla.	163,270	167,340	−2.4
61	58	Wichita-Hutchinson, Kan.	398,560	403,930	−1.3
46	45	Wilkes Barre-Scranton, Pa.	483,030	465,210	3.8
128	131	Wilmington, N.C.	157,070	143,540	9.4
127	126	Yakima, Wash.	157,730	151,290	4.3
92	91	Youngstown, Ohio	234,370	218,940	7.0
179	183	Yuma-El Centro, Ariz.	59,390	54,230	9.5
194	197	Zanesville, Ohio	29,830	29,140	2.4
		Total	80,171,850	78,032,880	2.7

Lionheart springs from ashes of Time-Life TV

Nathan heads cadre from old firm; new program distributor takes over selected sales of BBC product

A new international television program distribution company, with most of its executives from the disbanded Time-Life Television ranks, has been formed as a subsidiary of Public Media Inc.

The new operation is Lionheart Television International. Wynn Nathan, its president and chief executive officer, was formerly Time-Life Television vice president, special market sales. Frank Miller, one-time Time-Life Television vice president, international sales and operations, is now Lionheart executive vice president.

With its start-up, Lionheart is now exclusive U.S. representative of BBC Enterprises product for commercial and public television—an assignment that Time-Life had previously. That's said to involve a portfolio of 948 programs with series ranging from the newly released *Not the Nine O'Clock News* to *The Shirley Bassey Show.*

Other Time-Life Television veterans with Lionheart:. Bob Greenstein, vice president and marketing director; Floyd Osburn, director of business administration; Mark Feldman, Osburn's assistant, and Mary Miller, director of program operations.

Nelsa Gidney, former manager, program acquisitions, noncommercial WNET(TV) New York, is Lionheart vice president, programing.

Lionheart will be headquartered at 40 West 57th Street, New York. Its parent company, Public Media Inc., also has Films Incorporated and Quartet Films subsidiaries, the former involved in nontheatrical distribution, the latter handling theatrical properties.

Monitor

New production leaders. Universal television has lost its long-time dominance of network television prime-time production, and is now tied for leadership with two other Hollywood producers. MCA-owned company dropped from seven and a half hours of prime-time network programing per week last season to five hours per week for 1981-82 season. Lorimar Productions and Aaron Spelling-Leonard Goldberg Productions, both independents, also are producing five hours of weekly programing for next fall. Biggest blow to Universal was NBC-TV's cancellation of four of its series—*Buck Rogers, BJ and the Bear, Lobo,* and *The Gangster Chronicles.* NBC ordered no new show produced by Universal. Universal also lost *The Incredible Hulk* from CBS-TV, but added two new series, *Shannon* and *Simon & Simon,* there. Tied behind the top three for second place were Paramount Television, Warner Bros. Television, and 20th Century-Fox Television, each with three and a half hours each on order. Most improved showing was by MGM Television, which went from one hour last season to three hours for next fall. Columbia Pictures Television, which had no programs picked up last year, is producing two hours of programing this time around.

☐

Stressing sports. Nickelodeon, Warner Amex Satellite Entertainment's young people's channel, introduces *Reggie Jackson's World Of Sports* on July 4. New York Yankee Jackson will host five one-hour sports specials "designed to encourage kids to participate in sports activities." Nickelodeon is offered by 800 cable systems with 3.65 million subscribers.

☐

HBO now syndicating. Home Box Office has made its first sale to syndication. No fee was announced by HBO for sale of its recent Diana Ross special to Revco Drugs for broadcast in 50 markets. Spokesman says HBO's original tapings of theatrical productions will soon be available for syndication, with other deals also under consideration.

Ratings Roundup

Score another victory for CBS-TV in the second week of post-season network competition. For the week ended May 3, CBS clobbered its two rivals with a 17.9 rating and 31 share to ABC-TV's 15.1/26 (a low mark since last September) and NBC-TV's 14.7/25.

Of the week's top-10 shows, CBS had seven, all repeats except the top-rated *Dallas* (32.9/56). Only one movie or special made it to that list, part one of NBC's new *Murder in Texas* (fifth place, 22.3/36).

During the week, CBS took Monday, Tuesday, Friday and Sunday; NBC won Wednesday and Thursday, and ABC, Saturday.

Although nowhere near the top of the ratings list, *NBC Magazine with David Brinkley* showed considerable improvement in its new Thursday 8-9 p.m. slot. It scored a 13.2/24—48th out of the week's 64 shows; in previous weeks against *Dallas* Fridays at 10 p.m., it often had been ranked last or close to it.

Elsewhere in the ratings, ABC did well with a *Ripley's Believe It or Not* special on Sunday from 8 to 9 p.m., earning a 19.4/33, said to be its highest share in that time period in the 1980/81 season. *ABC News Closeup* "Near Armageddon" (10.0/17) and NBC's *Live from Studio 8H* "100 Years of Popular Music" (11.6/19), however, both were in the bottom 10.

The First 20

1.	*Dallas*	CBS	32.9/36
2.	*Lou Grant*(R)	CBS	24.4/42
3.	*M*A*S*H* (R)	CBS	24.0/38
4.	*60 Minutes*(R)	CBS	22.9/44
5.	*Big Event: "Murder in Texas"* (part I, movie)	NBC	22.3/36
6.	*Dukes of Hazzard* (R)	CBS	22.1/38
7.	*House Calls* (R)	CBS	21.9/34
8.	*The Jeffersons* (R)	CBS	21.1/33
9.	*Fantasy Island*	ABC	19.9/38
10.	*Hart To Hart*	ABC	19.6/34
11.	"We're Fighting Back" (movie)	CBS	19.4/34
12.	*Ripley's Believe It Or Not* (special)	ABC	19.4/33
13.	*Diff'rent Strokes* (R)	NBC	19.4/32
14.	*Alice*	CBS	19.4/30
15.	*Nurse*	CBS	19.2/32
16.	*Trapper John, M.D.*	CBS	19.2/32
17.	*Love Boat*	ABC	19.0/37
18.	*Academy of Country Music Awards* (special)	NBC	18.8/31
19.	*Quincy, M.E.* (R)	NBC	18.7/31
20.	*Private Benjamin*	CBS	17.8/33

The Final Five

60.	*For the Love of Benji/Americathon* (movies)	ABC	10.4/18
61.	*ABC News Closeup* (special)	ABC	10.0/17
61.	*Gangster Chronicles*	NBC	10.0/17
63.	*Those Amazing Animal* (R)	ABC	9.7/19
64.	*WKRP in Cincinnati*	CBS	9.2/20

(R) indicates repeat

the most experienced firm in broadcast executive recruitment.

More than 15 years experience as specialists in the industry.
For a confidential discussion, call **312-394-9330.**

Youngs, Walker & Company
ONE CROSSROADS OF COMMERCE
ROLLING MEADOWS, ILLINOIS 60008

Carl Youngs

Mike Walker

and ant., and change TPO (BMPED-801201AS). Action April 24.

- WBHI(FM) Chicago, Ill.—Returned as unacceptalbe for filing application for modification of FM broadcast station on CH-203A (ARN-791231AO). Action April 23.

- WWLR(FM) Lyndonville, Vt.—Granted CP to increase ERP 2.75 kw (H&V), antenna height - 180 ft. (H&V), and change channel to 218 (BPED-801205AO). Action April 24.

In Contest

FCC decisions

- FCC granted application of Firelands Broadcasting Inc., to increase power of WLKR-FM Norwalk, Ohio from 2.5 kw to 3.0 kw, and increase its ant. height from 125 to 300 ft. Petroleum V. Nasby Corp., permittee of new FM at Shelby, Ohio, asked that WLKR-FM's application be denied, alleging that station used misleading contour map in connection with its advertising rate card. PVN contended that WLKR-FM's FM contour, in addition to contour of its co-owned AM station, was not labled to indicate usual signal strength of AM and FM contour. PVN also asserted that the depicted contours were exaggerated and that applicant incorrectly claimed to serve the entire Firelands area on rate card. FCC concluded that although WLKP-FM's application did exaggerate usual AM and FM signals strengths, there was no intent to mislead and applicant withdrew map. Action April 23.

- FCC denied Rhode Island Media Alert reconsideration of July 1, 1980, action approving assignment of licenses of several stations in Providence, R.I., market. Applications involved an Audio-Air Inc. proposal to assign license and sell assets of WRLM(FM) Taunton, Mass., to Franks Broadcasting Co., which in turn would assign license of its daytime-only station WHIM(AM) at Providence to East Providence Broadcasting Inc., a minority-controlled company. Concurrently, Franks would exchange WRLM for Outlet Company's full-time AM station WJAR at Providence. FCC granted waiver of its one-to-a-market rule to permit Outlet, which is also licensee of WJAR-TV whose service area encompasses all of Taunton, to acquire WRLM and approved issuance of tax certificate to Franks because of its sale of WHIM, which would make it only minority-controlled radio station in Rhode Island. Action April 23.

Procedural rulings

- Goleta, Calif. (Guy S. Erway and Goleta Communications Corporation) **FM Proceeding**—ALJ Walter C. Miller granted joint request and approved agreement, authorized reimbursement of $54,770.50 to Erway, dismissed Erway's application with prejudice, granted Goleta's application and terminated proceeding (BC Doc. 78-134-35). Action April 21.

- Rome, N.Y. (CLW Communications Group, et al.) **FM Proceeding**—ALJ John M. Frysiak granted joint request by CLW, Tillis Communications of New York Inc., and Promedia Communications Inc. for approval of agreement and approved reimbursement to CLW for $6,600 and to Tillis for $9,500; dismissed with prejudice applications of Tillis and CLW; granted application of Promedia, and terminated proceeding. (BC Doc. 80-550-552). Action April 13.

- Belpre, Ohio (Composite Communications, Inc., et al) **FM Proceeding**—ALJ Joseph P. Gonzales granted joint request by applicants and approved agreement; authorized reimbursement by Composite Communications to Family Broadcasting Services Inc. for $4,239.29, to Tillis Communications of Mid Ohio Valley Inc., for $5,337 and to Belpre Broadcasting Co. for $3,200; dismissed various pleadings as moot, granted Composite's application and terminated proceeding (BC Doc. 80-640-43). Action April 16.

- Cottage Grove and Creswell, both Oregon (Visionary Radio Euphonics Inc., et al) **FMProceeding**—ALJ John H. Conlin granted joint petition by Visionary and Creswell Wireless Co., and approved agreement, authoirzed reimbursement to visionary for $14,117, dismissed with prejudice applications of Visionary and Bear Mountain, granted application of Creswell for new FM station to serve Creswell, Ore., and terminated proceeding (BC Doc. 80-349-351). Action April 8.

- Lubbock, Tex. (Rex Broadcasting Corp. and Western Broadcasting Co.) **FM Proceeding**—ALJ Edward J. Kuhlmann denied petition by Western to enlarge issues, granted motion by Rex for summary decision, granted joint petition by Western and Rex for approval of agreement and authorized reimbursement to Western of $49,127.77; dismissed Western's application, granted Rex's application for new FM station on Channel 273 at Lubbock, Tex., and terminated proceeding (BC Doc. 80-420-421). Action April 14.

Designated for hearing

- Kare-Kim Broadcasting Inc., and Benko Broadcasting Co.: For new commercial TV to operate on channel 53 at Lansing, Mich., to determine whether both applicants are financially qualified, Benko Broadcasting's ascertainment efforts; which of proposals would better serve public interest and which should be granted (BC Doc. 81-270-71). Action April 15.

- Osborn Communications Corp. and Jem Broadcasting Co.: For improvement of existing AM broadcast facilities at Kansas City, Mo., and Bentonville, Ark., respectively; to determine areas and populations which would receive primary service from each proposal, and availability of other primary aural service to such areas and populations; which of proposals would better provide a fair, efficient, and equitable distribution of radio service, and which should be granted (BC Doc. 81-288-89). Action April 22.

- KDUN Radio Inc., and Gospel Hymn Time Inc.: For modified and new AM's to operate at Reedsport, Ore., and Winston, Ore., respectively, to determine areas and populations which would receive primary service from each proposal, and availability of other primary aural service to such areas and populations; which of proposals would better provide fair and equitable distribution of radio service; in event it is concluded that choice between applicants should not be based solely on above issue, which of proposals would better serve public interest and which should be granted (BC Doc. 81-290-91). Action April 22.

- Gospel-West Broadcasters, Radio Spokane Inc., and Western Sun Inc.: For new (Gospel-West) and modified (Radio Spokane and Western Sun) AM's to operate at West Richland, Wash., Spokane, Wash., and Lakewood, Colo., respectively, to determine whether Gospel-West is financially qualified; to determine areas and populations which would receive service from each proposal, and availability of other primary aural service to such areas and populations; which of proposals would best provide fair and equitable distribution of service; and which of applications should be granted (BC Doc. 81-285-87). Action April 22.

- Little Rock, Ark., (The Board of Trustees of the University of Arkansas on behalf of the University of Arkansas at Little Rock and Arkansas Broadcasting Foundation, Inc.) **FM Proceeding**—ALJ Joseph Chackin scheduled conference for April 21 at 9 a.m. (BC Doc. 80-628-629). Action April 15.

- Solvang, Calif. (Robert T. Mindte, et al.) **AM and FM Proceeding**—ALJ Lenore G. Ehrig designated ALJ Edward Luton as presiding judge and scheduled prehearing conference for June 22 at 9 a.m. and hearing for July 23 at 10 a.m. (BC Doc. 81-194-199). Action April 15.

- Willits, Calif. (Broadcasting Corporation of Mendocino County) **AM Proceeding**—ALJ Lenore G. Ehrig designated ALJ Thomas B. Fitzpatrick as presiding judge and scheduled prehearing conference for June 12 at 9 a.m. and hearing for July 20 at 10 a.m. (BC Doc. 81-240-41). Action April 16.

- Saloma and Burnside, both Kentucky (Q. Communications Inc., and Glen J. Goldenberg) **AM Proceeding**—Designated ALJ Byron E. Harrison as presiding judge and scheduled prehearing conference for June 12 at 9 a.m. and hearing for July 16 at 10 a.m. (BC Doc. 81-242-43). Action April 16.

- Kirksville, Mo. (Countryside Broadcasters Inc. and Admiral Broadcasting Corp. **FM Proceeding**—ALJ Lenore G. Ehrig designated ALJ Joseph Gonzalez as presiding judge and scheduled prehearing conference for June 8 at 9 a.m. and hearing for July 22 at 10 a.m. (BC Doc. 81-202-203). Action April 15.

Allocations

- Sierra Vista, Ariz. Assigned UHF TV channel 58 to Sierra Vista as its first TV assignment, effective June 9 (BC Doc. 80-666). Action April 10.

- Gurdon, Ark. In response to petitions by Paul Root proposed assigning 93.5 mhz to Gurdon as its first FM assignment, comments due June 9, replies June 29 (BC Doc. 81-251). Action April 10.

- Sanger, Clovis, Visalia, and Fresno, all California. Assigned UHF TV channels 43 and 59 to Fresno as its sixth and seventh TV assignment; and substituted TV channel 49 for 43 Visalia, effective June 9 (BC Doc. 80-524). Action April 10.

- Sonora, Calif. In response to petition by Donald E. and Sylvia B. Leutz, proposed assigning 93.5 mhz to Sonora as its second FM assignment, comments due June 22, replies July 13 (BC Doc 81-282). Action April 30.

- Weed, Calif. In response to petition by Jeanne M. and Robert C. Crabb proposed substituting 102.7 for 100.9 mhz, comments due June 9, replies June 29 (BC Doc. 81-249). Action April 10.

- Naples, Fla. Assigned 105.5 mhz as its fourth FM assignment, effective June 22 (BC Doc. 80-415). Action April 30.

- Milan, Ga. In response to petition by George S. Walker III, proposed assigning 104.9 mhz to Milan as its first FM assignment, comments due June 9, replies June 29 (BC Doc. 81-250). Action April 10.

- Boise, Idaho. Assigned 105.9 mhz to Boise as its fifth FM assignment, effective June 22 (BC Doc. 80-251). Action April 30.

- LEWISTON, Idaho. Assigned 101.5 mhz to Lewiston as its third FM assignment, effective June 22 (BC Doc. 80-200). Action April 30.

- Chubbuck and Pocatello, both Indiana. Assigned 103.9 mhz to Chubbuck as its first FM assignment; substituted 102.5 mhz for 104.9 mhz at Pocatello and modified the license of KRBU-FM Pocatello, to specify operation on ch. 273, effective June 9 (BC Doc. 80-250). Action April 10.

- Idaho Falls, Ind. Assigned 103.3 mhz to Idaho Falls as its third FM assignment, effective June 9 (BC D0c. 80-249). Action April 10.

- Hertford, N.C. Assigned 104.9 mhz to Hertford as

Summary of broadcasting

FCC tabulations as of March 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,601	3	5	4,609	109	4,718
Commercial FM	3,308	2	5	3,315	149	3,464
Educational FM	1,096	0	0	1,096	71	1,167
Total Radio	9,005	5	10	9,020	329	9,349
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	95	334
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	17	179
Total TV	1,018	4	7	1,029	125	1,154
FM Translators	354	0	0	354	214	568
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,395	0	0	1,395	492	1,887

*Special temporary authorization

**Includes off-air licenses

Opening salvos on copyright □ Striking a compromise on teletext □ NBC winds it up in L.A.

Broadcasting May 18

The News Magazine of the Fifth Estate □ Vol. 100 No. 20 50th Year □ 1981

5/20/81 C 1750-1

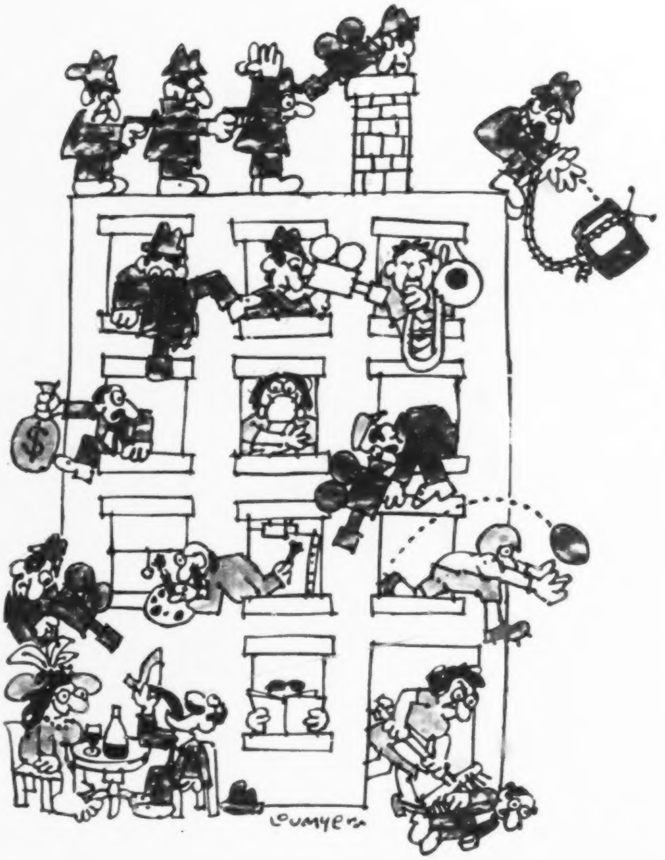
We've got more experienced news reporters to put on every story.

Our viewers can count on professional reporting from us. Because our top-level staff is built on years of experience.

Our reporters bring nightly news from Houston's only downtown bureau and Texas' only full-time state capital bureau.

And from our advanced weather facilities, we give the most up-to-date forecasts available. Plus, our all-pro sports news team is always on the ball.

So no matter where the scoop is, we've got Houston covered from top to bottom.



KPRC TV HOUSTON

Petry Television, Inc., National Representatives. NBC Affiliate.

20014KENNEP2098 2W2 APR/81
J P KENNEDY
CIS **SAMPLE
4520 EAST WEST HWY
SUITE 800
WASHINGTON DC 20014

The First 50 Years Of Broadcasting

1961

□

PAGE 83

The Week in Brief

TOP OF THE WEEK

NEW FCC ERA DAWNING ☐ Fowler to be sworn in today as chairman, Senate committee hearings slated Thursday on Dawson nomination, and Reagan expected to pick Rivera. **PAGE 27.**

TOGETHERNESS ON TELETEXT ☐ Compromise on standards for North America expected this week in Canada. CBS is principal matchmaker for AT&T, Canadian Telidon and French Antiope agreement that will be sharp blow to British Ceefax system. **PAGE 28.**

ABC REVAMPS AT TOP ☐ Severino becomes president of ABC-TV, reporting to Pierce; Cohen named Pierce's deputy, and Thomopoulos and entertainment division will relocate to Los Angeles. **PAGE 29.**

COPYRIGHT PRESSURE ON CABLE ☐ Foes of compulsory licensing for CATV continue their battle on Capitol Hill. **PAGE 30.**

REPORTING ANOTHER GRIM EVENT ☐ This time crisis squads at networks and stations give all-out coverage to last Wednesday's attempted assassination of Pope John Paul II. **PAGE 32.**

SHIFTING WINDS ON 9 KHZ ☐ With Fowler at FCC helm and Wunder named to head NTIA, adoption of Carter's pro-9 khz stance at Rio De Janeiro in fall may be in jeopardy. **PAGE 33.**

AT LARGE

NBC-TV LOOKS IN MIRROR That network's meeting with affiliates gets under way in Los Angeles. **PAGE 34.** Executive Vice President Ray Timothy discusses subjects of NBC-TV concern, ranging from NBC-TV's third-place ratings to DBS and station compensation. **PAGE 37.**

LAW & REGULATION

MARKETPLACE REGULATION ☐ NBC's Dunham says it is wise and good, but stresses there are areas in which it should be approached in deliberate, planned manner. **PAGE 45.**

PROGRAMING

CBS'S CABLE PROGRESS ☐ New president announces delay of start to Oct. 12, formal commitment to Westar III transponder 6 for distribution to systems, and 12-hour daily schedule. **PAGE 56.**

TECHNOLOGY

THINGS TO COME ☐ AWRT panelists brainstorm about evolving shape of telecommunications. **PAGE 63.**

MEDIA

CBS-TV'S REASSURANCES ☐ Affiliates at Los Angeles meeting are told not to fear new media and that network will withstand pressures while it seeks quality programing. **PAGE 66.** Wyman and Shephard detail network's prime-time schedule that will emphasize new stars and series. **PAGE 67.** Affiliates get report on improved audience demographics and look at promotion plans. **PAGE 68.** Leonard dangles some CBS News goodies. **PAGE 69.** Jankowski says inroads of new technologies are being overstated and that audience will follow programing. **PAGE 69.**

BUSINESS

NEW VISTAS ☐ Kluge explains to stockholders that sale of Figi is prelude to revised directions for Metromedia. **PAGE 75.**

JOURNALISM

TURNER PUTS UP DUKES ☐ Cable News Network files suit against three major TV networks and White House, alleging CNN was squeezed out of pool arrangements. He also wants congressional probe of networks and movie industry for "polluting" country. **PAGE 78.**

1961

THE 'BROADCASTING' YEARS ☐ John F. Kennedy's New Frontier took over in Washington, and his new FCC chairman, Newton Minow, promptly made waves with a "Vast Wasteland of TV" speech. It also was the year when Senator Thomas Dodd's subcommittee began lengthy hearings into TV violence, an exercise that resulted in more headlines than tangible results. **PAGE 83.**

PROFILE

HORN'S CORNUCOPIA ☐ As president of Tandem Productions, Alan Horn finds deep satisfaction in being part of a free-wheeling creative community that works hard to make dreams come true. **PAGE 111.**

Index to departments

Business Briefly.......... 8
Changing Hands......... 73
Closed Circuit............. 7
Datebook............... 14
Editorials.............. 114
Fates & Fortunes...... 107
For the Record.......... 88
Monday Memo.......... 22
Monitor................ 56
News Beat.............. 79
Open Mike............... 20
Playback............... 57
Stock Index............. 76
Washington Watch........ 52

Broadcasting (ISSN 0007 2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $30 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ Accuracy In Media 64 ☐ American Petroleum Association 71 ☐ Arbitron 12-13 ☐ Associated Press 16-17 ☐ Blackburn & Co. 72 ☐ Bonneville Broadcast Services 58-59 ☐ Broadcast Electronics 62 ☐ Continental Broadcasting Network 44 ☐ Continental Electronics 14, 54, 69, 71, 107 ☐ Coors 51 ☐ Employers Reinsurance Corp. 53 ☐ Gaylord Broadcasting 26 ☐ Gold Key 35 ☐ Grass Valley Group 4 ☐ Group W Cable 48-49 ☐ Harris 39 ☐ Ted Hepburn Co. 73 ☐ Home Theater Network 68 ☐ Hughes Communications 60-61 ☐ International Cinema Equipment Co. 65 ☐ KGIN 85 ☐ KPRC-TV Front Cover ☐ Lorimar Productions 23-25 ☐ MCA-TV 6 ☐ McCurdy 47 ☐ Metro Weather Service 10 ☐ Microwave Associates Communications 41 ☐ Mutual Broadcasting System 9 ☐ NBC Radio 36 ☐ Osmond Television 11 ☐ Project 90 Marketing 67 ☐ RKO Radio Inside Back Cover ☐ SFM Entertainment 43 ☐ Standard Rate & Data Service 93 ☐ Studio Film Tape 75 ☐ Viacom Inside Front Cover/Pages 3, 15, 21 ☐ WCBS-FM 18 ☐ WKJF 82 ☐ Western Cities Back Cover ☐ Westwood One 8 ☐

and 40% con.

Rose explained that "in this case, language is an integral part of the story." And he added that the station felt the public would accept much of the dialogue since "The Deer Hunter" won "many Academy Awards including Best Picture and was such a box-office draw."

The new WCLQ-TV Cleveland received about 500 complaints when it used the film March 3, 4, 5 and 6. However, Pat Brady, general manager, said that the number has to be put in the perspective of a half-million viewers said to have watched. WCLQ-TV, a subscription-television operation at night, went on the air March 3 and in an initial free offering ran the movie.

Brady said the controversy of airing the movie was worth $250,000 to $500,000 in publicity as it was covered on local TV magazine covers, radio interviews and elsewhere. In presenting the film, Brady explained, the word "motherfucker" was edited out; however, "fuckin' A" was used because that was just about the only thing one character said.

KCPQ(TV) Seattle (Tacoma), a broadcast television station, also used "The Deer Hunter" when it went on the air for the first time, last Nov. 4. Bob Kelly, part owner and film buyer, said he was "surprised" that response was as favorable as it was: about nine to one, and that it rated fairly well. KCPQ did not edit the film and Kelly said it was an exception to the type of material KCPQ presents.

Ratings Roundup

Call it a draw between ABC-TV and CBS-TV for the week ended May 10. While NBC-TV lagged by a 1.3 rating and 2 share points, its two network rivals tied at a 16.5 rating/28 share.

Nevertheless NBC had the top-rated program—part two of the made-for-TV movie, *Murder in Texas*, (26.8/41) on Monday. With *Little House on the Prairie* (17.7/29) preceding *Murder*, NBC also had the week's strongest nightly average: 23.8/37.

Night-by-night, ABC won Tuesday, Thursday, Friday and Saturday; NBC took Monday and Wednesday, and CBS, while tied for first on the whole week, topped its competitors only on Sunday.

ABC claimed its first Friday win of the 1980-81 season and post-season as its *Battle of the Network Stars* (19.3/34) knocked a two-hour rerun of *Dallas* (17.3/30) out of its usually unassailable position.

In other ratings, NBC suffered with its two-night presentation of *The People vs. Jean Harris*, scoring only a 12.4/20 for Thursday's two-hour opener and an even lower 10.4/18 for Friday's hour conclusion. ABC also had a problem special with its *Sixty Years of Seduction* (12.9/20) against *Murder in Texas*. With its movies, CBS had mixed results. Tuesday's *Broken Promise* brought a 21.0/34 and Wednesday's *Gentleman Bandit* also won its time slot with an 18.5/30. A rerun of "The Exorcist," taking all but a half-hour of Saturday prime time, however, performed poorly with a 12.0/22.

The First 20

1.	*Murder in Texas* (movie, Part II)	NBC	26.8/41
2.	*M*A*S*H*	CBS	23.2/34
3.	*Love Boat*	ABC	21.3/38
4.	*Three's Company*	ABC	21.2/34
5.	*Diff'rent Strokes*	NBC	21.1/34
6.	*Broken Promise* (movie)	CBS	21.0/34
7.	*60 Minutes* (R)	CBS	20.5/40
8.	*Nurse*	CBS	20.5/34
9.	*Facts of Life* (R)	NBC	20.4/32
10.	"The Main Event" (movie)	ABC	20.1/33
11.	*Laverne & Shirley*	ABC	19.5/33
12.	*20/20*	ABC	19.4/32
13.	*Battle of the Network Stars* (Special)	ABC	19.3/34
14.	*Too Close For Comfort*	ABC	19.3/30
15.	*CHiPs*	NBC	19.2/33
16.	*Fantasy Island*	ABC	19.0/34
17.	*Real People*	NBC	19.0/32
18.	*House Calls* (R)	CBS	19.0/28
19.	*Happy Days*	ABC	18.7/34
20.	"The Gentleman Bandit" (movie)	CBS	18.5/30

The Final Five

64.	*Nero Wolfe*	NBC	10.6/18
65.	*The People vs. Jean Harris* (special part II)	NBC	10.4/18
66.	*Pink (Panther) At First Sight* (special)	ABC	9.5/18
67.	*Gangster Chronicles*	NBC	9.2/16
68.	*Benji at Marineland* (special)	ABC	8.7/16

WORLD'S BEST VALUE IN CART MACHINES
BE Series 2100

Playback
Mono $960
Stereo $1750
BE
Spotmaster 2100

Prices USA only.
115V, 60Hz, FOB factory
exclusive of sales or use tax

Broadcast Electronics Series 2100 direct drive cart machines are loaded with features, yet economically priced.

Two cue tones (1kHz and 150Hz) are standard in the Series 2100 machines. A new head assembly, the Phase Lok IV, is incorporated for extremely tight control of stereo phasing. Modular construction assures ease of maintenance. Wear-resistant front panel graphics extend that "new machine" look for years. And, the performance specifications *are equal to* those of much more expensive machines!

Compare prices ... compare features ... you'll agree the new 2100 gives you more value per dollar than any cart machine in this world ... or any other!

For more information, call or write your local Broadcast Distributor, or call:

BE BROADCAST ELECTRONICS INC.
4100 N. 24th St., Quincy, IL 62301 217-224-9600

In Contest

FCC decisions

- FCC denied Mr. and Mrs. Robert L. Miller review of Broadcast Bureau's action denying their complaint against WFPL(FM) Louisville, Kan. They alleged that commentary by WFPL on its "One Issue Politics" program was personal attack on character of local "Right to Life of Louisville" organization and they requested time to rebut attack. According to Millers, commentary attacked "Right to Life of Louisville" as being "un-America," violent in its lobbying and having "so called" morals. In denying complaint, Broadcast Bureau said that WFPL was not singling out Louisville group but made generic reference to many groups using "right to life" label as their reason for being. Broadcast Bureau noted that label is accepted reference to anti-abortion groups in general and should not be construed as specifically targeted at "Right to Life of Louisville" or any other individual and organization. Action April 9.

- ALJ Thomas B. Fitzpatrick decided not to revoke licenses of Booth American Company's stations WJLB(AM)-WMZK(FM) Detroit. Stations were designated for hearing on issues of delegating responsibility, payola, plugola, conflict of interests and misrepresentation and/or lack of candor. After account appeared in local paper that music director/DJ at WJLB engaged in plugola/payola, Booth told FCC it would conduct investigation, and subsequently filed report in 1978 pointing out own abuses by employee who broadcast selections in which he had financial interests. ALJ noted that although implementation of licensee's conflict of interest policy could have been more vigorous, report filed was sufficient in its self-evaluation of incident and, further, proposed new policy procedures to safeguard against such occurrences. Ann. May 5.

- ALJ Thomas B. Fitzpatrick granted applications of WLST(FM), WMAM(AM) and WCJL(AM), all Marinette, Wis. for license renewal. Renewals were set for hearing on March 5, 1980, to determine whether licensees engaged in anticompetitive practices by combining or conspiring to arrange their advertising rates since all three charged exact same rates. Judge Fitzpatrick said there was no evidence of conspiracy and licensees had fully explained their actions in setting advertising rates for stations. He said they satisfactorily explained economic and other business factors that were basis for their independent pricing activities. This initial decision becomes effective in 50 days unless there is an appeal within 30 days or FCC moves for review.

- FCC denied petition of Department of Communications of the Capitol Region Conference of Churches, the Communications Management Team of the Christian Conference of Connecticut and eight individuals for reconsideration of FCC order designating WHCT-TV, Hartford, Conn., for hearing. WHCT-TV was designated for hearing in series of FCC actions dealing with two other stations licensed to Faith Center—KHOF-TV, San Bernardino, and KVOF-TV, San Francisco, both California. Commission designated KHOF-TV's 1977 renewal application for hearing on questions of fraudulent over-the-air fundraising and failure to cooperate with FCC's investigation. Consequently renewal applications for KVOF-TV and WHCT-TV were placed on deferred status. Faith Center petitioned for distress sale of all three stations to resolve hearing proceeding. Before commission acted on distress sale proposal, presiding judge dismissed KHOF-TV application for failure to prosecute. In November 1980 FCC affirmed dismissal of renewal of KHOF-TV and denied distress sale for all three stations. FCC required Faith Center to file supplemental renewal application for KVOF-TV and thus open "window" for filing of competing mutually exclusive applications, while WHCT-TV was designated for hearing immediately, precluding filing of competing applications. Connecticut group complained that supplemental renewal should have been required and competing applications entertained for WHCT-TV as well as for KVOF-TV. In denying reconsideration, FCC said it was able to decide to designate for hearing before Faith Center's deadline for filing supplemental renewal application for WHCT-TV. It noted it would therefore not have to waive applicable rules and policies to grant requested relief. Action May 7.

- FCC granted American International Development Inc. CP for new FM with specialized programing for Spanish-American community at Phoenix, Ariz. In so doing, it denied Herbert W. Owens' and KXIV Inc.'s applications. Another application, Radio Phoenix Inc., was dismissed in 1978. Grant of America's application affirmed 1979 Initial Decision and overturned a finding of FCC Review Board in order released Dec. 18, 1979. Finding involved alleged nongenuine signatures of majority principal, a blind woman, Mrs. Julia Zozaya. Commission found disputed signatures did not involve misrepresentation, after all. Action May 7.

- FCC affirmed ALJ John H. Conlin's initial decision that Lewell Broadcasting Inc., licensee of WDRK(FM) Greenville, Ohio, is unqualified to remain licensee because of repeated and deliberate technical violations. Accordingly, FCC granted Korin Broadcasting's competing application for new FM. ALJ Conlin, in initial decision released October, 1979, found WDRK responsible for several technical violations and repeated lack of responsibility. Moreover, WDRK was granted short-term license renewal in 1971 on promise that it would reform. Although Lewel made oral argument before FCC on exceptions to initial decision, commission upheld ALJ's initial decision. Action May 7.

- FCC denied petition by Bay Area Black Media Coalition to deny license renewal of KTVU-TV Oakland, Calif. Coalition said KTVU did not give equal employment opportunity to blacks in community, as required by FCC rules. In petition, Coalition said blacks made up half of Oakland's population and 17% of San Francisco-Oakland area population. They went on to point out that only 9.5% of station's managerial employee's are black. In response, KTVU claimed statistics used by Coalition were irrelevant. KTVU said most recent data showed blacks to be 13.3% of total population of San Francisco-Oakland area and that basis for EEO guideline is available workforce population, not total population. KTVU asserted available black workforce for the area is 9.5%, and said station meets that. Action May 7.

- FCC affirmed its Nov. 25, 1980 action denying Harold A. Jahnke stay of ruling which denied his request for extension of time to build KQHJ(FM) Hampton, Iowa. Hahanke's petition requested stay of FCC's decision which sustained Review Board ruling pending disposition of case before U.S. Court of Appeals for District of Columbia. On July 17, 1980, FCC upheld Review Board decision which found Jahnke had not proceeded with diligence to construct proposed station. Review Board said construction was not prevented by circumstances beyond his control, and extending completion date would not be in public interest. Action May 7.

- FCC denied petition of Faith Center Inc. for reconsideration of order dismissing Faith Center's renewal of its license to operate KHOF-TV San Bernardino, Calif., and denying distress sale relief for that station. Faith Center's renewal for KHOF-TV was designated for hearing in October 1978 in response to allegations that licensee had engaged in fraudulent over-the-air fundraising in violation of federal wire fraud statute and had failed to cooperate with FCC investigation of these allegations. After Broadcast Bureau served three sets of discovery requests on Faith Center, ALJ concluded that licensee's repeated inadequate responses revealed pattern of bad faith and obstructive conduct. Commission affirmed ALJ's conclusion. Action May 7.

- FCC, by Chief of Cable Bureau, fined Warner-Amex Communications $1,000 for its failure to report transfer of control from Western Arizona CATV of CARS Station WJS-20 on October 16, 1979. Although Warner-Amex voluntarily reported transfer of control of that station, it did so two months after consumation of sale. Adopted April 15.

- FCC renewed license of WXGI(AM) Richmond, Va., for remainder of regular license renewal period expiring October 1. WXGI was granted short-term renewal on October 10, 1979, for not taking affirmative action to hire blacks in full-time positions. This was second time that FCC imposed sanctions on station. However, recognizing WXGI's affirmative action in recruiting blacks since then and its continuing efforts to recruit and train them for future vacancies, FCC renewed license for remainder of renewal term expiring October 1. Action May 7.

Designated for hearing

- Covington, Ind. **FM proceeding** (Doxa Inc. and Covington Area Broadcasters Inc.)—ALJ Lenore G. Ehrig designated ALJ Joseph Chachkin as presiding judge; scheduled prehearing conference for June 19 and the hearing for July 27 at 10 AM (BC Doc. 81-268-9). Action April 23.

- Havre, Mont. **FM proceeding** (Triangle Broadcasting Co., et al)—ALJ Lenore G. Ehrig designated ALJ Thomas B. Fitzpatrick as presiding judge; scheduled prehearing conference for June 25 and the hearing for July 27 at 10 AM (BC Doc. 81-256-8). Action April 23.

- Evanston, Ill. **FM proceeding** (Broadcast Communications, Inc. and Genesis Broadcasting Limited)—ALJ Lenore G. Ehrig designated ALJ Edward J. Kuhlmann as presiding judge and scheduled prehearing conference for June 17 at 9 a.m. and hearing for July 28 at 10 a.m. in Evanston, Ill. (BC Doc. 81-157-158). Action April 20.

- Penn Yan and Cazenovia, N.Y. **AM proceeding** (Broadcast Facilities and AGK Communications; Inc.) ALJ Lenore G. Ehrig designated ALJ Joseph Stirmer as presiding judge and scheduled prehearing conference for June 19 at 9 a.m. and hearing for July 22 at 10 a.m. (Action April 20.

- Incline Village, Nev. **FM proceeding** (Incline Broadcast Services Inc. and North Lake Tahoe Broadcasting Co.)—ALJ Lenore G. Ehrig designated ALJ James F. Tierney as presiding judge and scheduled prehearing conference for June 15 at 9 a.m. and hearing for July 16 at 10 a.m. Action April 20.

- Elizabeth City, N.C. **FM proceeding** (North Carolina Radio Service Inc., et al.)—Designated ALJ John H. Conlin as presiding judge and scheduled prehearing conference for June 24 at 9 a.m. and hearing for August 5 at 10 a.m. Action April 20.

- Northstar Communications and Kravetz Media Corp. for new station in multipoint distribution service at Hagerstown, Md.; to determine relative merits of each proposal with respect to efficient frequency use, particularly with regard to competibility with co-channel use in nearby cities and adjacent channel use in same city; anticipated quality and reliability of service proposed, including installation and maintenance programs; and comparative cost of each proposal considered in context with benefits of efficient spectrum utilization and the quality and reliability of service as set forth in first two issues (CC Doc. 81-304-05). Action April 29.

- Quality Media Corp. Birmingham Family Television

Summary of broadcasting

FCC tabulations as of March 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,601	3	5	4,609	109	4,718
Commercial FM	3,308	2	5	3,315	149	3,464
Educational FM	1,096	0	0	1,096	71	1,167
Total Radio	9,005	5	10	9,020	329	9,349
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	95	334
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	17	179
Total TV	1,018	4	7	1,029	125	1,154
FM Translators	354	0	0	354	214	568
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,395	0	0	1,395	492	1,887

*Special temporary authorization

**Includes off-air licenses

Gearing up for the NCTA □ Fowler up and running at the FCC □ Teletext takes off in Toronto

Broadcasting May 25

The News Magazine of the Fifth Estate □ Vol. 100 No. 21 50th Year □ 1981

✓5/26/81 C 1750-1

THE LATEST
TO JOIN
THE GREATEST

Pat Benatar
Johnny Cash
Sissy Spacek
Harry Nilsson
Supertramp
Climax Blues Band
The Doobie Brothers
Bill Conti
Maynard Ferguson
Reba Rambo
Tom Petty
Prince
Steely Dan
Carol Connors

ASCAP
WE'VE ALWAYS HAD THE GREATS

2001 4KENNEP2098 ZWZ APR/81
J P KENNEDY
CIS ##SAMPLE
4520 EAST WEST HWY
SUITE 800

The First 50 Years Of Broadcasting

1962
□
PAGE 91

Broadcasting May 25

The Week in Brief

TOP OF THE WEEK

FOWLER TURNS UP BURNERS ☐ In busy first week, new FCC chairman embarks on elaborate plan to coordinate agency's activities and selects new chiefs for four principal policy posts. **PAGE 23.**

NO DISCOURAGING WORDS ☐ FCC nominee's confirmation hearing is a symphony of tributes from Capitol Hill colleagues. **PAGE 25.**

MATCHMAKER AT&T ☐ Official word comes out of Toronto on anticipated agreement on teletext/videotext standards. Catalyst for consensus is said to be AT&T with its development of compatible system that diffused differences with Antiope and Telidon. **PAGE 26.**

CABLE GETS IN LICKS ☐ NCTA's Wheeler and Rifkin, along with CATA's Effros, make stand on Capitol Hill in defense of status quo on copyright. **PAGE 28.**

UNITED FRONT AGAINST DBS ☐ Network affiliate groups pass resolutions opposing medium. **PAGE 29.**

MEDIA

BRADSHAW REASSURES ☐ Incoming RCA chairman tells NBC-TV affiliates in Los Angeles that new cable venture will not affect network. Paxton reports support of NBC President Silverman. **PAGE 30.** In luncheon address, Silverman contends press has painted distorted picture of network, underscores objective of better program quality, and sees NBC-TV as strong in fall. **PAGE 34.** Mulholland cites NBC-TV's improved September-to-May ratings, and Tartikoff praises "star power" in next season's lineup. **PAGE 38.**

JOURNALISM

BACK TO CBS ☐ Moyers returns as senior news analyst under five-year contract with wide range of duties. **PAGE 46.**

NEW VOA HEAD ☐ It's James Conkling, Bonneville director and one-time recording executive. **PAGE 46.**

TECHNOLOGY

MONTREUX TIME ☐ International gathering of TV's most technical minds starts May 30 in that Swiss city. Here's preview of equipment that will be exhibited. **PAGE 54.**

BUSINESS

ROADBLOCKS FOR ABC ☐ Goldenson cites factors that could retard revenue growth this year. **PAGE 61.**

NEUHARTH REBUTS TURNER ☐ Gannett head disputes Atlanta broadcaster's assertion that newspapers in today's form will be extinct in 10 years. **PAGE 65.**

PROGRAMING

CHANGE OF HEART ☐ NTIA now decides it will support request that networks be allowed to buy TV programing rights for nonbroadcast use. White House and NAB also get on bandwagon. **PAGE 66.**

BATES PICKS CBS ☐ Agency predicts TV network will be prime-time winner next season with just two program failures. **PAGE 66.**

LAW & REGULATION

DIFFICULTIES IN RELAXING ☐ Wirth subcommittee told deregulation will be more complex in communications than in other industries. Much testimony is concerned with keeping halter on AT&T. **PAGE 70.**

SPECIAL REPORT

CABLE'S BIGGEST YET ☐ NCTA kicks off its 30th annual convention in Los Angeles Friday with focus on future of communications. **PAGE 74.** Entire agenda starts on **PAGE 76.** Complete rundown on more than 300 exhibitors commences on **PAGE 78.**

1962

THE 'BROADCASTING' YEARS ☐ Comsat, Telstar, all-channel TV sets and federal funding for noncommercial ETV appeared in 1962. A Russian missile crisis in October and America's first three orbital space flights provided challenges for broadcast journalists. **PAGE 91.**

PROFILE

THE SECOND TIME AROUND ☐ Veteran of more than three decades at the FCC, Harold Kassens contributed to many engineering decisions that fostered broadcasting's evolution. Now, as partner in A.D. Ring & Associates, his input continues to affect communications in the 80's. **PAGE 119.**

Index to departments

Business.......... 61
Business Briefly.......... 8
Changing Hands.......... 43
Closed Circuit.......... 7
Datebook.......... 13
Editorials.......... 122
Fates & Fortunes.......... 115
For the Record.......... 95
Journalism.......... 46
Media.......... 30
Monday Memo.......... 20
Monitor.......... 67
Open Mike.......... 19
Stock Index.......... 64
Technology.......... 54

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $30 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ ABC Entertainment Network 31 ☐ ARTS Channel 56-57 ☐ ASCAP Front Cover ☐ Accuracy in Media 58 ☐ Ampex 48-49 ☐ Antiope Videotex Systems Inc. 41 ☐ Associated Press 12-13 ☐ Barclays American Credit 72 ☐ Blackburn & Co. 42 ☐ CBS Cable 62-63 ☐ CBS Radio Network 90 ☐ Central Dynamics 52-53 ☐ Compact Video Sales 11 ☐ Continental Electronics 82, 84, 87, 88, 116 ☐ R.C. Crisler & Co. 86 ☐ FM-100 Inside Back Cover ☐ Firstmark 54 ☐ Frazier, Gross & Kadlec 8 ☐ Gold Key 61, 65, 71, 79, 83 ☐ Group W Productions 32-33 ☐ Harris 45 ☐ Hayes Broadcasting Corp. 70 ☐ Ted Hepburn & Co. 43 ☐ Home Theater Network 66 ☐ Hughes Communications 68-69 ☐ Ikegami Electronics Inc. 39 ☐ JVC Corp. 55 ☐ Media People 60 ☐ NEC Back Cover ☐ Paramount 111 ☐ Pulitzer Broadcast Group 6 ☐ Reel Formats 84 ☐ Satellite Music Network 9 ☐ Selcom 73, 81, 85, 89 ☐ Stainless 75 ☐ State Farm Insurance 59 ☐ Station Business Systems 67 ☐ Storer 36-37 ☐ Joe Sullivan & Assocs. 38 ☐ Telepictures 15-17 ☐ USA Network 18 ☐ University of Michigan 21 ☐ Video Products/3M 35 ☐ Vital Industries 22 ☐ WYNY-FM 4 ☐ Warburg, Paribas, Becker 51 ☐ Warner Amex 47 ☐ Warner Brothers TV Inside Front Cover/Page 3 ☐ Westwood One 10 ☐

Ratings Roundup

ABC-TV, with three winning nights and the top-rated show, captured prime time for the week ended May 17. NBC-TV was a solid second. CBS-TV, the usual leader on weekly scorecards, this time was last.

With eight-tenths of a rating point separating first from second and also second from third, the averages showed ABC at a 17.0 rating/29 share to NBC's 16.2/28 and CBS's 15.4/26.

Particularly damaging to CBS were inroads that week made by NBC. On Thursday, a *Dallas* rerun was nowhere near the first-place mark the show usually made during the season. Instead, the CBS show fell to 46th place (13.4/24) against an NBC special, *TV's Censored Bloopers* that ranked fifth (22.3/40). On Sunday, normal CBS series strength didn't transfer to a two-hour *Escape from Iran* movie (15.4/25), which fell to NBC's *CHiPs* (19.4/33) and the first hour of the theatrical film, "Meatballs" (24.1/37).

ABC's made-for-TV movie, *The Best Little Girl in the World*, was the week's top-scoring presentation, earning a 25.5/39 on Monday and easily outdoing part one of NBC's *The Starmaker* movie (14.7/23). ABC with its regular series also overcame the *Starmaker* conclusion (15.8/25) the following night.

Long-form programing of movies dominated the schedules, with competing films on at least five nights.

For the May sweep period, ABC and CBS are tied at a 16.3 to NBC's 15.6 so far in the 10 days of Arbitron's count. For Nielsen's 18 days through May 17, the scores: CBS 16.5, ABC 16.3 and NBC 15.4.

The First 20

1.	*The Best Little Girl in the World* (movie)	ABC	25.5/39
2.	*Three's Company*	ABC	24.2/38
3.	"Meatballs" (movie)	NBC	23.6/36
4.	*Too Close For Comfort*	ABC	22.4/35
5.	*TV's Censored Bloopers* (special)	NBC	22.3/40
6.	*Hart to Hart*	ABC	21.6/36
7.	"Stand By Your Man" (movie)	CBS	21.6/34
8.	*60 Minutes* (R)	CBS	21.4/42
9.	*Laverne & Shirley*	ABC	21.3/34
10.	*Little House on the Prairie*	NBC	20.7/32
11.	*Love Boat*	ABC	20.4/37
12.	*CHiPs*	NBC	19.4/33
13.	*M*A*S*H* (R)	CBS	19.4/29
14.	*Greatest American Hero*	ABC	19.1/31
15.	*Happy Days*	ABC	19.0/31
16.	*Diff'rent Strokes*	NBC	19.0/29
17.	*Real People* (R)	NBC	18.4/30
18.	*Fantasy Island*	ABC	18.2/34
19.	*Trapper John, M.D.*	CBS	18.1/29
20.	*Barney Miller*	ABC	17.5/29

The Final Five

51.	*Body Human: Breakthrough* (special)	CBS	12.9/21
52.	*BJ & the Bear* (R)	NBC	12.1/23
53.	"The Longest Yard" (movie) (R)	ABC	11.5/21
54.	*Les Miserables* (movie) (R)	CBS	9.8/19
55.	*Those Amazing Animals* (R)	ABC	8.5/17

R indicates repeat.

based on the schedules as promulgated and said a long writers' strike and a walkout by directors could affect estimates.

Bates picks 17 of CBS-TV's programs as "success" (29-33 share) or "smash" (34 or over) out of a total of 25 shows. In the "smash" category are *M*A*S*H, Dallas, Dukes of Hazzard* and *The Vintage Years* (the last a new series). Chosen as "failure" (25 share or less) are two new series—*Simon & Simon* and *Mr. Merlin.*

Eleven of ABC-TV's series are selected "success" or "smash." Chosen as "smash" are *Love Boat* and *Fantasy Island.* Eight are destined for "failure," in Bates' opinion, including *Mork & Mindy* and six new series—*Open All Night, Maggie, Strike Force, King's Crossing, Code Red* and *Today's F.B.I.* ABC-TV is fielding 26 programs for the fall.

According to Bates, eight of NBC-TV's series for next fall are headed for "failure" including six new shows—*Gabe & Guich, Mickey Rooney Show, Chicago Story, James Arness, Bret Maverick* and *Star Prince.* None of NBC-TV's programs are picked as "smash" but eight are listed as "success," including one new series, *Father Murphy.*

Bates says the erosion in young adult prime time audiences that began in 1979 is expected to continue into [illegible]. The agency estimates that the adult 18-49 ratings for the fourth quarter of 1981 will be 35.9 (83 share), down from 40.1/91 in the fourth quarter of 1978.

Monitor

In the marketplace . . . MCA-TV's *Hardy Boys/Nancy Drew Mysteries* is now carried by 86 stations, including 18 in top 20 markets. Series is available for fall to local stations on advertiser-supported basis . . . *Miss American Teen-Ager Pageant*, on air for 21 years through national syndication, local stations and ABC Television network, has television rights for production and syndication up for grabs.

□

Soon you'll know. *Betcha Don't Know*, series of 39 30-second "humorous information messages," has been ordered from Children's Television Workshop by NBC-TV for inclusion in prime-time schedule beginning next year. Target of short comedy sketches is families with children aged 6-11.

□

Ethnic cable. Teleprompter Corp. has announced launch of third minority-oriented cable service in less than month for its largest system—Los Angeles's Theta Cable. Black Entertainment Television (BET) follows Galavision and Jewish Television Network to Theta.

SUBSCRIBER BUSINESS SYSTEM 2000.
"THE UNCOMPROMISING CATV BUSINESS COMPUTER."

GREAT DESIGN. Does MORE. Faster. Easier. At less cost.

PROVEN. Large CATV's and Small. Singles and MSO's. In-house and Remote.

FIRST CLASS SUPPORT. Station Business Systems and Control Data. Experienced. Resourceful.

The Subscriber Business System 2000. Top value without compromising quality. Learn more about it and its "Little Brother," the model 1000, and get a free System Analysis. Call (800) 243-5300 or collect (203) 622-2400 or write 600 West Putnam Avenue, Greenwich, CT 06830. And see us at NCTA Booth 160.

STATION BUSINESS SYSTEMS
a division of
CONTROL DATA CORPORATION

Ingstad Salie (50.1%) and son, Robert E. Ingstad Jr. (49.9%). Robert Ingstad is licensee of KGRZ(AM) Missoula, Mont.; WTNT(AM)-WLVW(FM) Tallahassee, Fla.; KBUF-AM-FM Garden City, Kan. and owns 100% of KGFX(AM) Pierre, S.D.; 80% of KKLS(AM)-KKHJ(FM) Rapid City, S.D.; and 48% of KDXT(FM) Missoula, Mont. Buyer: Gerald D. Gutensohn (72%), Mark A. Swendsen (19%), Allen D. Rau (5%) and Bruce D. Carlson (4%). Gutensohn is manager at WTNT(AM)-WLVW(FM) Tallahassee, Fla. Swendsen is manager at KGFX(AM) Pierre, S.D. Rau is manager at KKOA(AM) Minot, N.D. Carlson is sales manager and sports director at KKOA. They have no other broadcast interests.

- **KDDR(AM)** Oakes, N.D. (AM: 1220 khz, 1 kw-D)—Seeks assignment of license from Frontier Broadcasting Corp. to Kingsley H. Murphy Jr. for $174,400. Seller: Robert A. Norlund and Timothy A. Branson (50% each), who also own 15% each of new FM applicant for Fergus Falls, Minn. Buyer: Kingsley H. Murphy Jr. (100%), who owns 100% WISS-AM-FM Berlin, Wis., 100% of KCHK(AM) New Pragul, Minn., 50% of WHHL(AM) Pin Castle-Sky Lake, Fla., and 4.22% of Minneapolis Star & Tribune Co., licensee of two TV's and one cable system. Filed May 1.

- **WNAD(AM)** Norman, Okla. (AM: 640 khz, 1 kw-D)—Seeks transfer of control of Oklahoma Communications Inc. from Don H. McLeland and others (100% before; none after) to Norman Broadcasting Inc. (none before; 100% after) consideration: $800,000. Principals: Don H. McLeland (86.92%) and children, Dan H., Peggy L. and Dorothy S. Reilly (4.36% each), who have no other broadcast interests. Buyer is owned by Wah-leeta Steckline (51%) and husband, Lawrence E. Steckline (49%). Lawrence Steckline is president and owner of KJLS(FM) Hays and KWLS-AM-FM Pratt, both Kansas. He also owns KSLS(FM) Liberal, Kan.; and 25% of KFRW(AM) Salina, Kan. Filed April 29.

- **WGXL(FM)** Laurens, S.C. (FM: 100.5 mhz, 100 kw, ant. 760 ft.)—Seeks assignment of license from Towers South Inc. to Keymarket Communications Inc. for $2,450,000 (BROADCASTING, April 27). Seller: Monty DuPuy and Gene Phillips (50% each), who have no other broadcast interest. Buyer: Kerby Confer and Paul Rothfuss (45% each), and David Bernstein (10%). Confer and Rothfuss each own 35% of WKRT(AM)-WNOX(FM) Cortland, N.Y., and 25% each of KSSN-FM Little Rock, Ark., and with Bernstein sold, subject to FCC approval WHUM(AM) Reading, Pa. (BROADCASTING, March 13). FCC recently granted Confer and Rothfus their sale of WLYC(AM)-WILQ(FM) Williamsport, Pa. (BROADCASTING, May 11). Filed May 5.

- **WVAB(AM)** Virginia Beach, Va. (AM: 1550 khz, 5 kw-D)Seeks assignment of license from Sea Broadcasting Corp. to Atlantic Broadcast Enterprises Inc. for $315,000. Seller: Closely held owner of 21 stockholders principally owned by the Sidney S. Kellam family. None have other broadcast interests. Buyer: Edward J. Freach and Steven Soldinger (50% each). Freach is former president and general manager of WAVY-TV Portsmouth, Va. Soldinger is account executive for WBAL-TV Baltimore, Md. Freach owns less than 1% of Lin Broadcasting Corp. Filed April 20.

- **WTCH(AM)-WOWN(FM)** Shawano, Wis. (AM: 960 khz, 1 kw-U: FM; 99.3 mhz, 3 kw, ant.—Seeks assignment of license from Shawano County Leader Publishing Co. to Wheeler Broadcasting Inc. for $950,000 (BROADCASTING, May 4). Seller: Jeann Donald, who has no other broadcast interests. Buyer: Ray L. Wheeler (80%) and wife, Ahna (20%). Ray Wheeler is news anchor at WLUK-TV Green Bay, Wis., and has no other broadcast interests. Filed May 6.

Actions

- **WVOV(AM)** Huntsville, Ala. (AM: 1000 khz, 10 kw-D)—Granted assignment of license from Powell Broadcasting Inc. to Barker Broadcasting Inc. for $700,000. Seller: Edwin W. Powell (99.8%), Jerry W. Beril (.1%) and Daniel B. Banks Jr. (.1%), who have no other broadcast interests. Buyer: Peter P. Barber (100%), who is station manager at WFIX(AM) Huntsville, Ala., has no other broadcast interests. Action May 8.

- **KWTC-AM-FM** Barstow, Calif. (AM: 1230 khz, 1 kw-D, 250 w-N: FM: 94.3 mhz, 3 kw, ant. 192.6 ft.)—Granted assignment of license from Mojave Valley Broadcasting Inc. to Inland Empire Broadcasters Inc. for $385,000. Seller: Esther B. Brown (85%), Helen V. Long (10%) and Harry S. White (5%). They have no other broadcast interests. Buyer: Howard N. Fisher ([illegible]0%), J.B. Lanfranco, J.W. Pennington, Les Richter, Bart R. Singletary and Thomas Speil (16% each). Applicants are Riverside, Calif.-area businessmen. Pennington is Los Angeles physician. They also own KPRO(AM) Riverside, Calif. Action May 7.

- **KOAM(AM)** Pittsburg, Kan. (AM: 1060 khz, 10 kw-D, 5 kw-N)—Granted assignment of license from Pittsburg Broadcasting Co. to American Media Investments for $1.6 million. Seller is owned by Lester L. Cox and estate of E. V. Baxter. They have no other broadcast interests. Buyer is owned by Robert D. Freeman, Lowell Dennison and Frank Carney who owned and operated KEYN-AM-FM Wichita, Kan., before selling properties last year to Charley Pride and Jim Long (BROADCASTING, June 16, 1980). Action May 11.

- **WEDG(AM)** Soddy Daisy, Tenn. (AM: 1240 khz, 2 kw-D, 250 w-N)—Granted assignment of license from Southeast Community Media Inc. to Roberta G. Davis for $150,000. Seller: Hudson Printing and Lithography Inc. (51%), Roberta Davis (41%), James Thatcher (7%) and George Hudson III (1%). They have no other broadcast interests. Buyer: Roberta G. Davis (100%), who is former sales manager of WEDG(AM) and already 41% owner of station. Action May 6.

- **KLSN(FM)** Brownwood, Tex. (FM: 104.1 mhz, 100 kw, ant. 205 ft.)—Granted assignment of license from GBE Inc. to Cycles Communications Inc. for $225,000. Seller: Stehen F. Pasquini, wife, Peggy C. (25% jointly), father of Peggy, George F. Clements (25%), Ernest F. Cadenhead (25%), M. Bryan Healer III (25%) and Gary R. Price (1%). Healer, Cadenhead and Stephen Pasquini each own 22.1% of KBAL-AM-FM San Saba, Tex. Buyer: Louis H. Gonzales (52%), Ronald G. Leppig and Dennis K. Boyle (24% each). Gonzales is account executive at Pates, Walton radio representatives. Chicago. Leppig is station manager at WAIT(AM) Chicago. Boyle is account executive at John Blair Co., Chicago. Action May 7.

Facilities Changes

AM applications

- **WLAD(AM)** Danbury, Conn.—Seeks CP to change hours of operation to U by adding 5 kw-N service; increase D power to 10 kw; install DA-2; change frequency from 800 khz to 1160 khz and make changes in ant. sys. Ann. May 14.

- **WNOG(AM)** Naples, Fla.—Seeks CP to change D and N power to 1 kw and install DA-2. Ann. May 6.

- **WSOL(AM)** Tampa, Fla.—Seeks CP to change hours of operation to U by adding 1 kw N service; install DA-2; change city of license from Tampa to Temple Terrace; change TL to 0.6 miles N.N.E. of highway 582 and US highway 301, Temple Terrace; make changes in ant. sys. Ann. May 7.

- **KLER(AM)** Orofino, Idaho—Seeks CP to change D power to 2.5 kw; install DA-2; change TL and SL to Upper Fords Creek Road, Orofino, Idaho. Ann. May 7.

- **WSJP(AM)** Murray, Ky.—Seeks CP to change hours of operation to U by adding 250 w N service; install DA-N; make changes in ant. sys.; TL to east side of L & M R.R., 0.35 miles north of highway 894, Murray. Ann. May 4.

- **WBMJ(AM)** San Juan, P.R.—Seeks CP to increase N power to 10 kw. Ann. May 14.

- **WIVV(AM)** Vieques, P.R.—Seeks CP to change D and N power to 50 kw; install DA-2; change frequency from 1370 khz to 780 khz; and change TL and SL to 2,970 ft. at 30 degrees from center of Esperanga Village, P.R. Ann. May 14.

- **KIVY(AM)** Crockett, Tex.—Seeks CP to increase power from 1 kw to 2.5 kw. Ann. May 6.

- **KQTI(AM)** Edna, Tex.—Seeks CP to increase power to 10 kw and make changes in ant. sys. Ann. May 14.

- **KWIQ(AM)** Moses Lake, Wash.—Seeks CP to change frequency from 1260 khz to 1020 khz; increase power to 5 kw and change SL to Road 1 N.E., Moses Lake, Wash.; change station location to Moses Lake and change hours of operation to U by adding N service with 500 w; TL: 2.5 miles north of junction state route 17 and Stratford Road, Moses Lake North, Washington (night site operation). Ann. May 15.

FM applications

- **WBGR-FM** Paris, Ky.—Seeks CP to change TL to .17 miles east of Sidville, Ky.; increase HAAT: 300 ft (H&V) and make changes in ant. sys. Ann. May 4.

- **WRLC(FM)** Williamsport, Pa.—Seeks CP to increase ERP: 0.768 kw (H&V); HAAT: minus 316 ft. (H); make changes in ant. sys. and change TPO. Ann. May 4.

- **WGKY-FM** Greenville, Ky.—Seeks modification of CP to change TL to Highway 189, 0.34 miles S.W. of Route 62 intersection, Greenville, Ky.; change type ant.; change ERP: 3.0 kw (H) and 2.63 kw (V) and change TPO. Ann. May 13.

- **WJSU(FM)** Jackson, Miss.—Seeks CP to change frequency to 88.5 mhz; ERP: 3 kw (H&V); HAAT: 162 ft. (H&V); change trans., trans. line and make changes in ant. sys. Ann. May 12.

- **KMJQ(FM)** Clear Lake City, Tex.—Seeks CP to change TL to approximately four miles S.E. of Missouri City, Tex., near Houston; change ERP: 100 kw (H&V); HAAT: 1749.75 ft. (H&V) and make changes in ant. sys. Ann. May 12.

TV applications

- **WOUB-TV** Athens, Ohio—Seeks modification of CP to reduce aural ERP to 47.9 kw. Ann. May 4.

- **WNUV-TV** Baltimore—Seeks modification of CP to change ERP to 4645 kw vis.; 454.6 kw aur.; change trans. and make changes to ant. sys. Ann. May 4.

- **WGCB-TV** Red Lion, Pa.—Seeks authority to identify station as Red Lion, Lancaster, and York, Pennsylvania. Ann. May 6.

- **KLRN(TV)** San Antonio, Tex.—Seeks CP to change TL to 1031 Navarro Street, San Antonio; change SL to same as TL; change ERP to vis. 132.7 kw, aur. 26.26 kw; change trans.; HAAT: 483 ft. Ann. May 4.

- **WRHP-TV** Richmond, Va.—Seeks CP to change ERP to 4036 kw vis., 403.6 kw aur.; change trans; make changes to ant. sys.; HAAT: 986 ft. Ann. May 4.

- **KMPH(TV)** Visalia, Calif.—Seeks CP to change TL to 0.3 miles N.E. of Generals Highway, 4 miles S.E. of Wilsonia, Calif.; change ERP to 5000 kw (M), aur. to 500 kw (M); change trans. and make changes to ant. sys.; HAAT: 2000 ft. Ann. May 13.

Summary of broadcasting

FCC tabulations as of March 31, 1981

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,601	3	5	4,609	109	4,718
Commercial FM	3,308	2	5	3,315	149	3,464
Educational FM	1,096	0	0	1,096	71	1,167
Total Radio	9,005	5	10	9,020	329	9,349
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	95	334
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	17	179
Total TV	1,018	4	7	1,029	125	1.154
FM Translators	354	0	0	354	214	568
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,395	0	0	1,395	492	1,887

**Special temporary authorization*

***Includes off-air licenses*

Sharpening the focus on 9 khz decision

NCTA

Ziff-Davis puts TV group on block

Broadcasting Jun1

The News Magazine of the Fifth Estate □ Vol. 100 No. 22

Our 50th Year □ 1981

/ 6/4/81 C 1750-1

20014KENNEP2098 ZWZ APR/81
J P KENNEDY ##SAMPLE
CIS
4520 EAST WEST HWY
SUITE 800
WASHINGTON DC 20014

KAWASAKI
KAWASAKI

RENEWED FOR ITS FIFTH SEASON!

YOU'LL BE HEARING MORE FROM US...

MGM TELEVISION

© 1981

The First 50 Years Of Broadcasting

1963 □ PAGE 105

Broadcasting Jun1

The Week in Brief

TOP OF THE WEEK

RALLYING AROUND CABLE'S FLAG ☐ NCTA convention gets under way on upbeat theme with universal agreement from speakers inside and outside CATV that cable is in fast lane to become $300-billion telecommunications industry that will revolutionize nation's lifestyle. **PAGE 35.** Wheeler emphasizes cable's added dimensions. **PAGE 36.** Dittrick calls for vigilance and aggressiveness. **PAGE 37.**

9 KHZ WINDS ☐ FCC's June 16 meeting on reduced AM channel spacing has been postponed as staff prepares for House hearing on switch. Representative Findley urges daytimers to support change. **PAGE 38.**

ZIFF TV'S UP FOR SALE ☐ Six outlets, acquired just three years ago, should go for more than $100 million. Pompadur says decision is based on desire for money to expand publishing-related businesses. **PAGE 38.**

NAB BOARD TIME ☐ Joint session in Washington this week will pick new officers, is expected to stiffen stance against DBS, push for AM stereo action, and decide its position on AT&T. **PAGE 39.**

TYING A BELL ON BELL ☐ Witnesses at Hill hearing on competition and deregulation endorse those goals, but some want restraints of AT&T to protect their preserve. **PAGE 40.**

CARLEY VS. FLEMING ☐ It was one of the highlights of NAPTS's Washington convention that dealt with all issues affecting public television. **PAGE 41.**

AT ODDS ☐ Public broadcasting station leaders tell members of Congress that they disagree with CPB's opposition to funding bill. **PAGE 42.**

AT LARGE

WHEELER IN THE WHEELHOUSE ☐ As president of NCTA since August 1979, Tom Wheeler has steered cable through time of dramatic change. But, in this preconvention interview, he warns of rough waters still ahead. He discusses numbers that reflect cable's progress as well as issues and competition that could slow it down. **PAGE 47.**

LAW & REGULATION

UMPIRES OF COPYRIGHT ☐ One of Washington's smallest agencies, the Copyright Royalty Tribunal, has discharged its duties with disregard for many bureaucratic procedures. Here's a review of CRT's history and a look at how Kastenmeier's legislation may alter its functions. **PAGE 62.**

BUSINESS

TAKING CAB TO L.A. ☐ With new CableTelevision Advertising Bureau at its first NCTA convention, Bob Alter reviews status of new organization and what's in works. **PAGE 74.**

MEDIA

ON MEDIA FRONTIER: DOW JONES ☐ Company that made much of its name with *Wall Street Journal* has been keeping up with technology, expanding not only its printing functions, and breaking into newswire, broadcasting, cable TV and other new ventures. **PAGE 86.**

MSO HEAVYWEIGHTS ☐ BROADCASTING's survey of cable multiple system operators puts ATC in first place with 1.4 million basic subscribers at this time and with potential to expand soon to more than 2.1 million. **PAGE 89.**

PROGRAMING

POSTMAN DIDN'T RING AT ALL ☐ WABC-TV New York fires five after probe finds staff-written letters were read on news and public affairs programs but misrepresented as material submitted by public. **PAGE 96.**

1963

THE 'BROADCASTING' YEARS ☐ Newton Minow turned over the FCC reins to E. William Henry as the commission worked for programing reforms and a solution to radio overpopulation. Congress probed broadcast ratings services, prompting radio-TV efforts for greater self-discipline. **PAGE 105.**

PROFILE

NCTA'S RENAISSANCE WOMAN ☐ Kathy Creech learned early that good research is mortar for construction of sound policy. It's just one facet of her makeup that helped her become NCTA's vice president, industry affairs, and earned Tom Wheeler's praise as the "renaissance" woman. **PAGE 131.**

Index to departments

Bottom Line ... 85
Business Briefly ... 10
Changing Hands ... 90
Closed Circuit ... 7
Datebook ... 18
Editorials ... 134
Fates & Fortunes ... 127
For the Record ... 110
In Sync ... 102
Intermedia ... 94
Monday Memo ... 30
Monitor ... 99
Playback ... 97
Stock Index ... 84
Washington Watch ... 71

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ Accuracy In Media 28 ☐ Amoco 73 ☐ Associated Press 16-17 ☐ Bank of New York 80-81 ☐ Barclays American Credit 72 ☐ Blackburn & Co. 90 ☐ Blair Video 14 ☐ Broadcast Electronics 54 ☐ CBS Cable 44-45 ☐ CBS-FM Stations Back Cover ☐ Cetec 71 ☐ Continental Broadcasting Network 26-27 ☐ Continental Electronics 111 ☐ R.C. Crisler & Co. 94 ☐ Dynacom Electronics Limited 82 ☐ Firstmark 66 ☐ Gannett 43 ☐ Hayes Broadcast Syndication 25 ☐ Hitachi 75 ☐ Home Theater Network 15 ☐ Hughes Communications 76-77 ☐ KTVU Inside Back Cover ☐ Lionheart 11 ☐ MCA-TV 6 ☐ Mag-Net 51, 53 ☐ MGM-TV Front Cover, 12-13, 34 ☐ Robert O. Mahlman Inc. 92 ☐ More Music Programing 95 ☐ Multimedia Program Productions 31 ☐ Omni International 49 ☐ RCA Cable 21-24 ☐ RCTV 67-70 ☐ Cecil L. Richards 91 ☐ Satellite Communications Network 46 ☐ Scientific-Atlanta 55 ☐ Selcom 83, 85, 89, 93 ☐ Sherwood, Hennes & Assocs. 127 ☐ Showtime 56-57 ☐ Southern Cable TV Assocs. 79 ☐ Station Business Systems 59, 78 ☐ Syncom 72 ☐ 20th Century-Fox TV 29 ☐ Tandem Inside Front Cover/Page 3, 4 ☐ Telepictures Corporation 19 ☐ Telidon 104 ☐ USA Network 8-9 ☐ Utility Tower 63 ☐ Viacom 32-33 ☐ WCCO-TV 52 ☐ WHWH 109 ☐ Warner Amex 60-61 ☐ Westwood One 10 ☐ Youngs, Walker & Co. 98 ☐

strategic planning. The extensive talent search and recruitment operations of both companies have been fed into AR&D. The executive in charge of that function is Don Fitzpatrick.

Duff and Taylor said AR&D's objective is to be a multi-service organization offering perspectives to TV station operators whose perception may be limited or too parochial. That input, they added, is constantly updated by frequent trips and surveys at their clients' bases of operations.

As for talent training, Taylor pointed out that station personnel, "like every doctor or other professional," should go back to school to upgrade abilities. As for personnel recruitment, he cited the thousands of tapes the company maintains, from which AR&D can punch up data to locate any type of personnel desired.

Willis said that the bottom line in meeting the competition is constant improvement of the on-air product and that research plays a paramount role in attaining that end.

The AR&D client list includes, among others, some stations of the CBS Broadcast Group, Taft, Storer, Evening News Association and Baltimore Sunpapers as well as all Pulitzer outlets.

AR&D's bases of operation: 680 Beach Street, San Francisco 94109 (telephone, 415—441-0550) and 8220 Elmbrook Drive, Dallas 75247 (214—630-9057).

Quarterly report. The television networks ended the first quarter of 1981 with a 2.2% gain in revenues over the first quarter a year ago, despite a rare month-to-month decline in February, according to figures compiled by Broadcast Advertisers Reports and released by the Television Bureau of Advertising.

The February decline was 3.8% (BROADCASTING, May 18) but was offset by gains of 7% in January and 3.4% in March. March billings were $449,962,700, pushing the first-quarter total to $1,259,445,900.

ABC-TV, though running second in prime-time ratings, was sufficiently ahead in other dayparts to rank first in revenues for the quarter. Its total was $437,405,600, a 34.7% share. CBS-TV was second with $423,190,000, or 33.6%, and NBC-TV was third with $398,850,300, or 31.7%.

February and March revenues were down from a year ago in all broad dayparts except nighttime, which showed a plus by a tenth of a percentage point in February and by a more solid 5.7% in March. Weekend daytime in February was off 20.7% but in March kept the loss to 1.8%.

January

	1980	1981	% chg.
Daytime	$140,876,100	$157,341,600	+11.7
Mon.-Fri.	100,077,200	100,382,400	+ 0.3
Sat.-Sun.	40,798,900	56,959,200	+39.6
Nighttime	254,597,600	265,842,400	+ 4.4
Total	$395,473,700	$423,184,000	+ 7.0

February

	1980	1981	% chg.
Daytime	$147,945,900	$132,505,100	−10.4
Mon.-Fri.	95,016,400	90,530,100	− 4.7
Sat.-Sun.	52,929,500	41,975,000	−20.7
Nighttime	253,511,400	253,794,100	+ 0.1
Total	$401,457,300	$386,299,200	− 3.8

March

	1980	1981	% chg.
Daytime	$155,782,800	$154,633,100	−0.7
Mon.-Fri.	98,574,400	98,478,700	−0.1
Sat.-Sun.	57,208,400	56,154,400	−1.8
Nighttime	279,365,900	295,329,600	+5.7
Total	$435,148,700	$449,962,700	+3.4

Jan.-March

	1980	1981	% chg.
Daytime	$ 444,604,800	$ 444,479,800	0
Mon.-Fri.	293,668,000	289,391,200	−1.5
Sat.-Sun.	150,936,800	155,088,600	+2.8
Nighttime	787,474,900	814,966,100	+3.5
Total	$1,232,079,700	$1,259,445,900	2.2

By network

Quarter	ABC	CBS	NBC	Total
Jan.-Mar.	$437,405,600	$423,190,000	$398,850,300	$1,259,445,900

Notes: (1) January 1981 had one more weekend day than January 1980 (9 vs. 8).

(2) While February had the same number of weekend days as last year (eight versus eight), the presence of the winter Olympics in February 1980 had an effect on the percent changes, particularly the weekend daytime segment. Overall February 1981 was one day shorter than February 1980 (28 versus 29).

(3) March 1981 had one less weekend day than March 1980 (9 vs. 10).

Adjusting to a different ad environment

The shifting role of media management over the next 10 years was explored by a panel of speakers at the annual Media Day seminar of the American Association of Advertising Agencies.

More than 300 advertising executives gathered at the Grand Hyatt hotel in New York to listen to panelists analyzing the developments expected to emerge during the decade as they relate to client, creative

Watch out for Selcom in the West

Selcom's 1980 sales for this major market station were up 166% over 1979.

The total picture is even more impressive. For results not rhetoric... call us.

Selcom, inc.

Radio Representatives

1221 Avenue of the Americas
New York, New York 10020
(212) 730-0202

Cable's top 25: Today and tomorrow

Projected rank	Current rank	Company	Basic subscribers	Homes passed	Basic penetration	Pay subscriptions	Unpassed homes in franchised areas	Projected basic subscribers
1	1	ATC	1,424,000	2,705,000	52.6	1,007,000	1,465,000	**2,156,500**
2	3	TCI	1,277,301	2,478,000	51.5	563,191	1,000,000	**1,777,301**
3	2	Teleprompter	1,383,384	2,700,000	51.2	520,000	300,000	**1,533,384**
4	6	Storer	645,700	1,309,000	49.3	481,000	1,647,000	**1,469,200**
5	5	Warner Amex	770,000	1,375,000	56.0	360,000	1,325,000	**1,432,500**
6	4	Cox Cable	944,132	1,700,000	55.5	662,363	955,000	**1,421,632**
7	7	Times Mirror	618,046	1,078,707	57.3	378,984	931,000	**1,083,546**
8	9	UA-Columbia	432,000	825,000	52.3	328,000	286,000	**575,000**
9	10	Sammons	418,000	619,000	60.1	180,000	261,000	**548,000**
10	11	United Cable	398,000	753,000	52.8	278,000	245,000	**520,000**
11	8	Viacom	464,014	943,411	49.2	207,641	101,106	**514,567**
12	12	Continental	377,000	850,000	44.3	287,000	260,000	**507,000**
13	13	Newhouse	357,435	524,900	68.1	178,782	126,000	**420,435**
14	16	TeleCable	255,000	407,000	62.7	113,000	220,000	**365,000**
15	14	General Electric	275,000	470,000	58.5	129,500	—	**275,000**
16	21	Comcast	171,000	315,000	54.3	90,225	196,000	**269,000**
17	20	Cablevision	185,000	523,000	35.4	181,000	150,000	**260,000**
18	15	Cablecom-General	259,085	377,190	68.7	115,993	—	**259,085**
19	19	Liberty	186,606	380,000	49.1	56,591	120,000	**246,606**
20	17	Service Electric	210,000	275,000	76.4	30,000	—	**210,000**
21	18	Midwest Video	206,848	NA	NA	NA	—	**206,848**
22	23	Wometco	153,434	294,341	52.1	115,320	100,000	**203,000**
23	25	Century	145,602	275,000	52.9	66,850	75,000	**183,102**
24	22	Vision Cable	155,000	275,000	56.4	100,000	55,000	**182,500**
25	24	Tele-media	152,600	211,000	72.3	38,500	44,000	**174,600**
		Total	11,864,187	21,663,549	54.7	6,486,940	9,862,106	**16,748,806**

ATC tops in subscribers among the 25 largest cable MSO's; Broadcasting projection shows those companies account for 64% of industry; pay subs total more than 6.4 million

When it comes to basic subscriberships, American Television & Communications (ATC) is the present and future leader of the cable multiple system operators.

A Broadcasting survey of the top-25 MSO's shows ATC in first place with 1,424,000 basic subscribers and finds that the Denver-based company can be expected to maintain its number-one ranking in the foreseeable future. ATC has the potential to expand its basic subscriber rolls to 2,156,500.

Broadcasting's projected subscriberships are based on the number of homes each of the MSO's has in areas, under franchise, but not yet passed by cable. That number is halved—the chart assumes conservatively 50% cable penetration—and added to the number of current subscribers.

There are no dramatic differences between the current and projected rankings. Although the orders of rank are different, no one on the current lists drops off the projected list and, conversely, there are no new names on the projected list.

Just one current member of the top-10, Viacom, is not included among the projected top-10. It is replaced on that list by United Cable.

The current ranking is testimony of the increasing concentration of ownership in the industry. The top 25 MSO's serve 64% of the subscribers of the entire industry, which is now hovering around 18.6 million. Moreover, the top-10 companies have 40% of the subscribers. As the chart shows, the tendency toward concentration will become more pronounced in the years ahead since it is the big MSO's that have the most unpassed franchised homes.

The projected figures are, of course, estimates and will change drastically as companies win franchises and acquire or merge with other MSO's. Newhouse, whose numbers represent its two cable subsidiaries, NewChannels and MetroVision, will spring into the top-10 of both rankings when its acquisition of Vision Cable becomes final later this year. Based on current figures, Newhouse will move to the eighth spot in both rankings.

Tele-Communications lofty positions on the chart are attributable in part to its acquisition of Horizon Communications and that MSO's approximately 125,000 subscribers. The TCI number will get another little boost when it incorporates the subscribers of Cable Information Systems, purchased last month, in its counts.

The chart lists only U.S. owned companies. Otherwise, U.S. Cablesystems Inc., a subsidiary of Rogers Cablesystems, a major Canadian MSO, would be among the top-25. USCI currently reports 390,000 basic subscribers and it has bid to takeover UA-Columbia, ranked nine on the current list.

Watch out for Selcom in the Midwest

Selcom's 1980 sales for this major market station were *up $750,000* over 1979.

The total picture is even more impressive. For results not rhetoric, call us.

Selcom, inc.

Radio Representatives
1221 Avenue of the Americas
New York, New York 10020
(212) 730-0202

tions, causing her dismissal.

The lawsuit was filed May 18 in Superior Court in Washington by Marie Castro-Arrien, 35, after a similar complaint to the District of Columbia Human Rights Office had been found to have had "probable cause." Ockershausen was a member of the NAB board of directors from 1969-1976 and chairman of the joint board from 1973-1975.

In her suit, Castro-Arrien alleges that while she was Ockershausen's administrative assistant—from December 1979 until she was dismissed in October 1980—she was "sexually molested, propositioned, caressed, fondled, pinched, insulted, humiliated, ridiculed, harassed, embarrassed, intimidated, slandered, defamed and degraded by Ockershausen, with the cooperation, knowledge and assent" of WMAL and ABC.

The complaint further alleges that when Castro-Arrien objected to Ockershausen's advances, he ridiculed her in front of other people and "embarked upon a systematic campaign of retaliation." He is said to have called her "a dumb Puerto Rican," a "dumb Mexican," and a "spic," and said she was working for him to "fill his quota" under affirmative action programs.

The suit also alleges that Ockershausen harassed her for attending special church services during the week, "severely" restricted her use of lavatory facilities, had her perform "menial housekeeping chores, not normally associated with her position," and falsified her job evaluations, with ABC and WMAL's knowledge, in an attempt to justify her dismissal.

Stuart Gerson, an attorney representing Ockershausen, WMAL and ABC, said the lawsuit looked like "the complaint of a disgruntled former employe" and dismissed Castro-Arrien's charges as "colorful allegations, which we deny." Gerson noted that he had instructed his clients not to speak on the issue, preferring to "speak best through our court papers," but said the defendants intended to "defend against all the charges."

Penetrating figures from Nielsen

Santa Barbara tops DMA list with 80% penetration; average figures for country is 25.3%

Santa Barbara-Santa Maria-San Luis Obispo, Calif., leads the list with 80% cable penetration. Least penetrated is Las Vegas at 1.7%.

A.C. Nielsen has released new cable-penetration estimates for all Nielsen Station Index DMA's (designated/market areas). The estimates, effective with the February 1981 survey period, are said to be based on an "improved procedure" for calculation. Nielsen, for example, now uses a formula to project cable growth in addition to relying on cable-system subscriber counts.

Other heavily penetrated markets are Parkersburg, W.Va. (75.1%); Laredo, Tex. (74.8%); Biloxi-Gulfport, Miss. (74.2%), and Yuma, Ariz.-El Centro, Calif. (72.7%). With Las Vegas and currently at the other end of the wired nation are Baltimore (5.4%); St. Louis (5.1%); Chicago (4.2%), and Detroit (3.2%).

Nationwide, the Nielsen penetration estimate is 25.3%. The complete list follows:

Market	% penetration
Abilene-Sweetwater, Tex.	59.0
Ada-Ardmore, Okla.	42.6
Albany, Ga.	38.3
Albany-Schenectady-Troy, N.Y.	44.1
Albuquerque, Farmington, N.M.	27.2
Alexandria, La.	47.6
Alexandria, Minn.	30.5
Alpena, Mich.	61.9
Amarillo, Tex.	54.2
Atlanta	18.2
Augusta, Ga.	29.2
Austin, Tex.	41.4
Bakersfield, Calif.	68.3
Baltimore	5.4
Bangor, Me.	23.8
Baton Rouge	33.7
Beaumont-Port Arthur, Tex.	24.7
Beckley-Bluefield-Oak Hill, W. Va.	69.2
Billings, Mont.	40.7
Biloxi-Gulfport, Miss.	74.2
Binghamton, N.Y.	59.4
Birmingham, Anniston, Ala.	30.4
Boise, Idaho	9.3
Boston, Manchester, N.H.-Worcester, Mass.	15.9
Bristol, Va.-Kngspt.-J. City, Tenn.	37.3
Buffalo, N.Y.	36.0
Burlington, Vt.-Plattsburg, N.Y.	41.4
Butte, Mont.	52.5
Casper-Riverton, Wyo.	69.8
Cedar Rapids-Waterloo, Dubuque, Iowa	16.5
Champaign-Springfieid-Decatur, Ill.	48.8
Charleston-Huntington, W. Va.	51.9
Charleston, S.C.	25.2
Charlotte, N.C.	14.5
Chattanooga	23.1
Cheyenne, Wyo.-Scottsbluff, Neb.-Sterling, Colo.	57.9
Chicago	4.2
Chico-Redding, Calif.	52.7
Cincinnati	12.0
Clarksburg-Weston, W. Va.	70.6
Cleveland-Akron, Ohio	18.9
Colorado Springs-Pueblo	28.6
Columbia-Jefferson City, Mo.	30.6
Columbia, S.C.	29.0
Columbus-Tupelo, Miss.	41.0
Columbus, Ga.	41.2
Columbus, Ohio	34.8
Corpus Christi, Tex.	31.7
Dallas-Ft. Worth	9.9
Davenport, Iowa-Rock Island-Moline, Ill.	30.5
Dayton, Ohio	32.6
Denver	8.8
Des Moines-Ames, Iowa	24.9
Detroit	3.2
Dothan, Ala.	31.1
Duluth, Minn.-Superior, Mich.	28.7
El Paso, Tex.	42.0
Erie, Pa.	32.9
Eugene, Ore.	57.3
Eureka, Calif.	63.3
Evansville, Ind.	38.3
Fargo-Valley City, N.D.	30.9
Flint-Saginaw-Bay City, Mich.	28.4
Florence, S.C.	43.6

THE HARDER WE WORK
THE LUCKIER WE GET

We define "luck" as hard work, experience, good salesmanship, a professional approach to brokerage, solid follow-up and a total dedication to RADIO.

Please contact us when you need our full commitment to selling or buying your radio station.

When confidence, integrity and experience are important...

Robert O. Mahlman, Inc.
Six The High Road
Bronxville, New York 10708
914-779-7003

Brokerage Appraisals Consulting
Specializing in radio for over twenty years

Market	% penetration
Fresno (Visalia), Calif.	16.5
Ft. Myers-Naples, Fla.	57.0
Ft. Smith, Ark.	52.0
Ft. Wayne, Ind.	23.5
Gainesville, Fla.	62.4
Glendive, Mont.	56.2
Grand Junction-Montrose, Colo.	62.1
Grand Rapids-Kalmzoo-B. Creek, Mich.	33.5
Great Falls, Mont.	40.1
Green Bay, Wis.	16.4
Greensboro-H. Point-W. Salem, N.C.	21.1
Greenville-N. Bern-Washntn, N.C.	27.6
Greenville-Spart., S.C.-Asheville, N.C.	19.5
Greenwood, Miss.	54.1
Hagerstown, Md.	57.0
Harlingen-Weslaco, Tex.	28.8
Harrisburg-Lncstr-Leb-York, Pa.	46.0
Harrisonburg, Va.	38.3
Hartford-New Haven, Conn.	40.9
Hattiesburg-Laurel, Miss.	34.1
Honolulu	45.7
Houston	12.4
Huntsville-Decatur-Florence, Ala.	39.7
Idaho Falls-Pocatello, Idaho	34.0
Indianapolis-Lafayette, Ind.	22.7
Jackson, Miss.	36.2
Jackson, Tenn.	49.1
Jacksonville, Fla.	27.9
Johnstown-Altoona, Pa.	67.5
Jonesboro, Ark.	44.6
Joplin-Pittsburg, Kan.	34.9
Kansas City	24.1
Knoxville, Tenn.	28.6
La Crosse-Eau Claire, Wis.	41.8
Lafayette, La.	33.4
Lake Charles, La.	45.3
Lansing, Mich.	38.4
Laredo, Tex.	74.8
Las Vegas	1.7
Lexington, Ky.	28.2
Lima, Ohio	67.0
Lincoln-Hastings-Kearney, Neb.	32.5
Little Rock-Pine Bluff, Ark.	18.9
Los Angeles, Palm Springs, Calif.	16.2
Louisville, Ky.	15.6
Lubbock, Tex.	38.5
Macon, Ga.	53.6
Madison, Wis.	30.0
Mankato, Minn.	46.0
Marquette, Mich.	63.7
Mason City-Austin-Rochester, Minn.	29.1
Medford-Klamath Falls, Ore.	48.6
Memphis	16.3
Meridian, Miss.	37.0
Miami-Ft. Lauderdale, Fla.	12.6
Milwaukee	8.7
Minneapolis-St. Paul	6.3
Minot-Bismarck-Dickinson, N.D.	36.0
Missoula, Mont.	43.9
Mobile, Ala.-Pensacola, Fla.	32.1
Monroe, La.-El Dorado, Ark.	30.2
Monterey-Salinas, Calif.	69.6
Montgomery, Ala.	37.6
Nashville-Bowling Green, Ky.	15.0
New Orleans	17.2
New York	19.8
Norfolk-Portsmth-Newpt. News, Va.	22.9
North Platte-Hayes-McCook, Neb.	33.0
Odessa Midland-Monahans, Tex.	66.5
Oklahoma City	26.7
Omaha	9.8
Orlando-Daytona Beach, Fla.	39.9
Ottumwa, Iowa-Kirksville, Mo.	45.5
Paducah, Ky.-C. Girardeau, Mo.-Harrbg, Ill.	31.7
Panama City, Fla.	33.3
Parkersburg, W. Va.	75.1
Peoria, Ill.	37.7
Philadelphia	24.7
Phoenix-Flagstaff, Ariz.	11.2
Pittsburgh	42.9
Portland-Bend, Ore.	19.5
Portland-Poland Spring, Me.	37.0
Presque Isle, Me.	48.1
Providence, R.I.-New Bedford, Mass.	12.4
Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	33.4
Raleigh-Durham, N.C.	27.1
Rapid City, S.D.	44.9
Reno	51.1
Rhinelander, Wis.	22.0
Richmond-Petersburg-Charlotsvl, Va.	17.4
Roanoke-Lynchburg, Va.	33.2
Rochester, N.Y.	20.7
Rockford, Ill.	44.8
Roswell, N.M.	63.1
Sacramento-Stockton, Calif.	23.7
Salisbury, Md.*	61.9
Salt Lake City	15.2
San Angelo, Tex.	68.8
San Antonio, Tex.	22.6
San Diego	49.6
San Francisco-Oakland	37.8
Santa Barbra-SanMar-San Luis, Calif.	80.0
Savannah, Ga.	32.7
Seattle-Tacoma, Wash.	31.5
Shreveport, La.	37.0
Sioux City, Iowa	16.7
Sioux Falls-Mitchell, S.D.	28.0
South Bend-Elkhart, Ind.	31.4
Spokane, Wash.	37.5
Springfield, Mo.	12.6
Springfield-Holyoke, Mass.	33.5
St. Joseph, Mo.	43.5
St. Louis	5.1
Syracuse-Elmira, N.Y.	51.8
Tallahassee, Fla.-Thomasville, Ga.	40.7
Tampa-St. Petersburg-Sarasota, Fla.	19.3
Terre Haute, Ind.	29.7
Toledo, Ohio	36.1
Topeka, Kan.	45.2
Traverse City-Cadillac, Mich.	30.1
Tucson-Nogales, Ariz.	15.2
Tulsa, Okla.	34.2
Twin Falls, Idaho	54.8
Tyler, Tex.	56.1
Utica, N.Y.	59.4
Waco-Temple, Tex.	53.5
Washington	7.4
Watertown, N.Y.	46.4
Wausau, Wis.	19.2
West Palm Beach-Ft. Pierce, Fla.	49.3
Wheeling, W. Va.-Steubenville, Ohio	59.5
Wichita Falls, Tex.-Lawton, Okla.	45.1
Wichita-Hutchinson, Kan.	34.5
Wilkes Barre-Scranton, Pa.	61.6
Wilmington, N.C.	38.4
Yakima, Wash.	42.1
Youngstown, Ohio	25.2
Yuma-El Centro, Ariz.	72.7
Zanesville, Ohio	60.8

* may include some seasonal homes

How to smooth the rocky road of franchising

Harvard hosts cable conference featuring representatives of cable firms and associations; general agreement that cities make unreasonable demands on companies bidding for franchises

A realistic appraisal of community needs and clear standards for cable franchise applicants to follow will help avoid broken promises, unused facilities and high subscriber costs, public interest and industry speakers agreed at a two-day Harvard conference on cable television.

Representatives of citizen groups, cable commissions and cable systems criticized cities that greet franchise applicants with a "wish list" of requests for everything from a new library to an oral history channel. And they were in accord that if these demands aren't economically feasible, the consumer will pay because the company will simply pass along its costs.

"There's a myth that cable companies are wealthy enough to give the community all the goodies it wants," Comcast Corp., Philadelphia, Vice President Edward McGuire, told some 125 educators, librarians, access representatives, consultants and cable industry executives. "But just as there's no free lunch," he continued, "there are no free goodies." Calling excessive franchise requirements indirect taxes on the public, he said cities that think they're "blackjacking" cable applicants are really "blackjacking" their own citizens.

McGuire accused his own industry of a "significant lack of courage" in knuckling under to some exorbitant community demands, saying companies do so because costs can be passed on to the consumer and because "in American business, if you don't grow, you die. You have to have the property."

The cable industry "may not be benign," McGuire said, "but we are efficient, and we can get the job done when we get clear guidelines" from the communities.

How to regulate the industry? "When government regulates, it strangles," he maintained, "but we in the industry have to look at the bottom line. Who's going to regulate? I don't have the answer."

Saying cable television is "atrociously underused" and should be thought of as a

Watch out for Selcom in Texas

Selcom's 1980 sales for this major market station were up 81% over 1979.

The total picture is even more impressive. For results not rhetoric ... call us.

Selcom, inc.

Radio Representatives
1221 Avenue of the Americas
New York, New York 10020
(212) 730-0202

Ratings Roundup

CBS-TV, having fallen to an unusual third-place standing a week earlier (BROADCASTING, May 25), recouped big for the week ended May 24—outdistancing its closest competitor by more than two rating points. Prime-time averages for May 18-24 showed CBS with a 16.5 rating and 30 share to ABC-TV's 14.3/26 and NBC-TV's 13.9/25.

Of the week's top five programs, CBS had four. During the week, CBS won Thursday, Friday and Sunday; ABC took Tuesday and Wednesday, and NBC led on Monday and Saturday.

Being a "sweeps" week, movies and specials were plentiful. Of the 11 theatrical and made-for-TV movies offered, CBS's repeat of "Silver Streak" did best and NBC's repeat of "National Lampoon's Animal House" the worst.

With the May sweeps approaching an end (26 days of Arbitron's count and 25 Nielsen days through May 25), CBS was commanding a healthy lead. The arbitron and Nielsen periods for CBS averaged the same scores a 16.4 rating; ABC had a 15.8 in both periods, and NBC had a 15.1 (Arbitron) and 15.0 (Nielsen).

■ Outside of prime time, ABC was claiming considerable success with its *World News Tonight*—that it came the closest ever to the *CBS Evening News* "during a non-event week." The averages, according to ABC, brought its early-evening news broadcast to within two-tenths of a rating point of the leader: CBS 11:4/25; ABC 11.2/24 and *NBC Nightly News* 10.2/22.

The First 20

1.	*Miss USA Pageant* (special)	CBS	22.8/37
2.	"Silver Streak" (movie)(R)	CBS	21.1/40
3.	*M*A*S*H* (R)	CBS	20.0/31
4.	*Three's Company*	ABC	19.7/31
5.	*The Violation of Sarah McDavid* (movie)	CBS	19.3/31
6.	*Happy Days*	ABC	19.0/34
7.	*Too Close For Comfort* (R)	ABC	18.7/29
8.	*The Jeffersons* (R)	CBS	18.2/34
9.	*Laverne & Shirley*	ABC	18.2/31
10.	"Bitter Harvest" (movie)	NBC	18.0/29
11.	*Dukes of Hazzard*	CBS	17.8/33
12.	"She's in the Army Now" (movie)	ABC	17.8/30
13.	*House Calls* (R)	CBS	17.6/27
14.	*Diff'rent Strokes* (R)	NBC	17.3/29
15.	*60 Minutes* (R)	CBS	17.0/39
16.	*Little House on the Prairie* (R)	NBC	16.6/27
17.	*Real People* (R)	NBC	16.3/30
18.	*Hart to Hart*	ABC	16.3/26
19.	*Facts of Life* (R)	NBC	15.9/26
20.	*That's Incredible* (R)	ABC	15.8/25

The Final Five

52.	*Incredible Hulk*	ABC	10.5/23
53.	"National Lampoon's Animal House" (movie)(R)	NBC	10.3/21
54.	*Fog* (special)	CBS	10.0/20
55.	*NBC Magazine*	NBC	8.3/16
66.	*Mysteries of the Sea* (special)(R)	ABC	8.2/18

R indicates repeat

TV supplanting reality, NPR's Mankiewicz says

Line between fact, fiction blurs, says NPR head, citing distorted view people have on crime

Television is causing Americans to "blur the line" between fantasy and reality, and that could have profound social and political consequences, according to Frank Mankiewicz, president of National Public Radio.

Speaking to a national council meeting of the League of Women Voters in Washington, Mankiewicz said one reason people are losing their ability to distinguish between what they see on the screen and reality is that television is more attractive than reality. Television, he said, is "predictable," while reality is "haphazard and chaotic."

But the result of that blurring is that people are tending to give more credence to what they see on TV than what they experience in their day-to-day lives.

For example, Mankiewicz said, many Americans weren't surprised when John Wayne was awarded the "Medal of Freedom," the United States' highest civilian award, for being a "great American." But, Mankiewicz said, though Wayne may have been an "honest, decent, hardworking fellow," he wasn't a great American. "But lots of people thought he deserved the medal because he played great Americans," he said.

Advertisers use people's belief in television to their own advantage, he said. For example, he said, it's no accident that actor Robert Young "tells you what kind of coffee to drink." But Young isn't being used to sell coffee because of his profession as an actor but because of his image as a doctor [from the *Marcus Welby* series], he said.

Mankiewicz also said that President Reagan's election could at least partly be attributed to the image he portrayed in his films, noting that if Reagan had played the bad guy roles Richard Widmark had played, he wouldn't have stood a chance.

Mankiewicz also said that Reagan used his image as a "friend" to his advantage, wiping out the Democrats' campaign that attempted to portray Reagan as a dangerous man to be feared. Mankiewicz said when Reagan "smiled up at the cameras . . . you realized he was a friend . . . and you could not fear him."

Television is shaping people's political attitudes in other ways, too, Mankiewicz said. For example, he said, surveys have shown that heavy television viewers, inundated by crime shows, estimate that the crime rate is from seven to 10 times heavier than it actually is. "That means they're going to live their lives in different ways," he said, "sending their children to different schools, staying home more, voting in different ways . . . and perhaps they may imagine this country to be as beleagured as they perceive their families to be."

That same credibility in television programing is largely responsible for Americans having mistaken notions of how our political institutions work, how doctors treat patients and how the criminal justice system works.

Mankiewicz admitted that he had no solutions for the problem, but he thought it was a "sobering thought, and I just hope you take it with you."

Public radio honors its own

CPB hands out annual radio awards in Los Angeles; highest honor goes to Billy Taylor

National Public Radio's Edward E. Elson Distinguished Service Award for 1981 was presented at the annual Public Radio Conference in Anaheim, Calif. (BROADCASTING, May 4), to Dr. Billy Taylor, host of the network's *Jazz Alive* series. Taylor, who has a doctorate in music, was recognized for his work in presenting the nation's only national weekly broadcast of jazz in performance. Taylor is widely recognized as a pianist, composer, and music historian.

William H. Kling, president of Minnesota Public Radio, was given the fifth annual Edward R. Murrow Award for outstanding contributions to public radio by the Corporation for Public Broadcasting. Kling was cited as "the individual most responsible for insuring the technical and programatic versatility of the public radio satellite system," through his early involvement in the planning of the satellite-based network.

Winners of the Corporation for Public Broadcasting's annual Public Radio Program Awards were also presented. CPB Board Member Jeff Cowan announced the following recipients for 1981:

WADE(FM) Atlanta □ Best news and public affairs documentary, for "No More Fields to Plow."

WEBR(AM) Buffalo □ Best regularly schedules newscast.

Western Public Radio, San Francisco □ Best station-initiated news coverage for *Invisible Victims: Japanese-American Survivors of the Atom Bomb.*

WUHY(FM) Philadelphia □ Best spot news coverage, for *91 Report.*

WGBH(FM) Boston □ Best arts and humanities documentary, for *First Person America: Voices of the Thirties-Harlem Stories.*

KXPR(FM) Sacramento, Calif. □ Best arts and humanities coverage, for *Sacramento Spectrum.*

South Carolina Educational Radio Network □ Best music performance, for *Marion McPartland's Piano Jazz II.*

ZBS Foundation, Fort Edward, N.Y. □ Best spoken arts coverage, for *The Blackmailer.*

KBYU(FM) Provo, Utah □ Best spoken arts coverage, for *The Halloween Tree.*

WUHY(FM) Philadelphia □ Best live radio, for *Fresh Air.*

KSOR(FM) Ashland, Ore. □ Best children's program, for *Chatterbox: How Giamee the Ax Found Out . . .*

WBEZ(FM) Chicago □ Best children's program, for *Audio Jam: Telephone Communication.*

KUT(FM) Austin, Tex. □ Best instructional program, for *Star Date.*

KUOM(AM) Minneapolis □ Best other special interest program, for *Aging in America.*

(BPH-10,389, as mod.) to change TL to 0.25 miles east of County Road 80, 0.5 miles north of County Road 62 S.E. of Clyde, Ohio; specify SL and RC to 1859 West McPerson, Clyde. Ann. May 20.

- KMYO(FM) Broken Arrow, Okla.—Seeks CP to make changes in ant. sys. Ann. May 20.

40KLNK(FM) Oklahoma City—Seeks modification of CP (BPH-800616AG) to increase ERP: 100 kw (H&V). Ann. May 20.

- WKVR-FM Huntingdon, Pa.—Seeks CP to change frequency to 103.5 mhz.; increase ERP: .013 kw (H&V); HAAT: minus 376 ft. (H&V). Ann. May 20.
- WJCR(FM) Washington, Pa.—Seeks CP to change frequency to 92.1 mhz. Ann. May 20.
- WJYN(FM) Nashville, Tenn.—Seeks CP to changes TL; Nashville; change ERP 16 kw (H&V); change HAAT: 1241 ft. (H&V) and make changes in ant. sys. Ann. May 20.
- WIRJ-FM Humboldt, Tenn.—Seeks CP to change TL to Sanders Bluff Road, approx. 1 mile West of Fairview, Tenn.; increase ERP: 3 kw (H&V); HAAT: 300 ft. (H&V); change type trans., and make changes in ant. sys. Ann. May 20.
- KTUF(FM) Terrell Hills, Tex.—Seeks CP to increase HAAT: 444 ft. (H&V) and decrease ERP: 1.025603 kw (H&V). Ann. May 20.
- KPCW(FM) Park City, Utah—Seeks CP to change TL to Summit County, .5 mile N.N.W. of Park City, Utah; change HAAT: minus 24 ft. Ann. May 20.
- WKCJ(FM) Lewisburg, W.Va.—Seeks mod. of CP (BPH-9915) to change TL to about 3 miles S.W. of Center of Ronceverte, approx. 0.6 miles South of Bend in the Greenbrier River, near Ronceverte, W.Va. Ann. May 20.
- WCFW(FM) Chippewa Falls, Wis.—Seeks CP to utilize trans. and ant. as aux. stand-by units and install new trans. and ant. (Harris FML-3E). Ann. May 20.

TV Applications

- WRJK-TV Bluefield, W.V.—Seeks MP (BPCT-801024KE) to change TL to upon East River Mountain, 1.8 miles S.E. of Springville, VA.; HAAT: 2504.3 ft. Ann. May 20.

AM Actions

- WBRB(AM) Mt. Clemens, Mich.—Granted CP to make changes in ant. sys. and decrease height of tower to 193 ft.). Action May 11.
- WYGR(AM) Wyoming, Mich.—Granted CP to change TL to Indian Mounds Road, Grandville, Mich.; change SL and RC to 325 28th Street, S.E., Grand Rapids, Mich. and change type trans. Action May 12.

FM Actions

- WOKD(FM) Arcadia, Fla.—Granted CP to increase HAAT: 295.59 ft. (H&V). Action May 12.
- WHIA(FM) Dawson, Ga.—Granted CP to increase HAAT: 300 ft. (H&V) and change TPO. Action May 12.
- WGCS(FM) Goshen, Ind.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; decrease ERP: 7.4 kw increase HAAT: 58.5 ft. and change TPO. Action May 12.
- WWYD(FM) White Plains, N.Y.—Granted CP to increase ERP: 0.6 kw (H&V) change type trans. and change TPO. Action May 12.
- WZXI(FM) Gastonia, N.C.—Granted CP to change type trans.; change type ant. (H&V); increase ERP: 100 kw (H&V) and change TPO. Action May 8.
- WWMO(FM) Reidsville, N.C.—Granted mod. of CP to change type trans.; change type ant. (H&V); increase ERP: 100 kw (H&V); increase HAAT: 750 ft. (H&V) and change TPO. Action May 8.
- WAEZ(FM) Akron, Ohio—Granted CP to make changes in ant. sys; change type ant. (Kathrein) 752-490, 1 sect. (H&V); decrease ERP: 11.75 kw (H&V); increase HAAT: 886 ft. (H&V) and change TPO. Action May 12.
- WUTS(FM) Sewanee, Tenn.—Granted CP to change freq. to 91.3 mhz; increase ERP 205 w; HAAT: 658 ft. Action May 12.
- WFMR(FM) Milwaukee, Wis.—Granted CP to make changes in ant. sys.; change TL to: 0.5 miles north of East Capital Drive on North Humboldt Avenue, Milwaukee; change type ant. (H&V); decrease ERP: 20 kw (H&V); increase HAAT: 306.67 ft. (H&V) and change TPO. Action May 12.

TV Action

- WCCT-TV Columbia, S.C.—Granted MP to change ERP to 994.9 kw vis., 99.5 kw aur.; change trans.; and make changes to the ant. sys. Action May 11.

In Contest

Procedural ruling

- *Henderson and Owensboro, Ky. (Murray State Univ. and Western Kentucky Univ. **FM PROCEEDING.** Granted joint request by applicants, dismissed with prejudice applications of Murray State and Western Kentucky, and terminated proceeding (By MO&O; BC Doc. 80-529-530). Action April 24.

Designated for Hearing

- Applications for Moore's Service, South Shore Radio-Telephone Inc., and Noah Corp. for facilities in Domestic Public Land Mobile Radio Services (DPLMRS) at Fort Wayne, Ind., and application fo Better Beepers Inc., for DPLMRS station at Marion, Inc., to determine on comparative basis, nature and extent of service proposed by each applicant and to determine and compare needs for proposed services in those areas; and in light of evidence adduced from above issues, which applications would best serve public interest. Action May 15.

Allocations

- Oildale, Calif.—Assigned 95.3 mhz to Oildale as its first FM assignment, effective July 10 (BC Doc. 80-515). Action May 11.
- Kailua-Kona, Hawaii—In response to petition by Norman E. and Sally A. Garrison, proposed assigning 93.5 mhz to Kailua-Kona as its first FM assignment, comments due July 10, replies July 30 (BC Doc. 81-331). Action May 11.
- Owensville, Mo.—In response to petition by Gerald W. Hertlein proposed assigning 95.3 mhz to Owensville as its first FM assignment, comments due July 10, replies July 30 (BC Doc. 81-333). Action May 11.
- Atoka, Okla.—In response to petition by M.J. Chase proposed assigning 103.1 mhz to Atoka as its first FM assignment, comments due July 10, replies July 30 (BC Doc. 91-334). Action May 11.
- Newport, Wash.—In response to petition by Pend Oreille Valley Broadcasting proposed assigning 104.9 mhz to Newport as its first Class A FM assignment, comments due July 10, replies July 30 (BC Doc. 81-332). Action May 11.

Earth Stations

Applications

- Cylix Communications Network Inc. for Houston (4.6m; S-A; E3036).
- Hi-Net Communications Inc. for Monroe, La. (5m; E3196).
- Cylix Communications Network Inc. for Canonsburg, Pa. (4.6m; E3197).
- Teleprompter Corp. for San Bernardino, Calif. (4.5m; Andrew; E3198).
- Daniels Cablevision Inc. for Squires Dam, Calif. (5m; S-A; E3199).
- Idyllwild Cablevision Inc. for Idyllwood, Calif. (5m; S-A; E3200).
- Carlsbad Cablevision for Carlsbad, Calif. (5m; S-A; E3201).
- Service Electric Cable TV Inc. for Allentown, Pa. (5m; S-A; E3202).
- Mid State Community TV Inc. for Burwell, Neb. (5m; Comtech; E3203).
- United Cable Television Corp. of Michigan for Woodhaven, Mich. (5m; Anixter-Mark; E3204).
- Cable Electronics Inc. for Anson, Tex. (5m; Anixter-Mark; E3205).
- RCA American Communications Inc. for Cape Canaveral AFB, Fla. (10m; Andrew; E3206).
- Satellite Cable TV Corp. for Scott AFB, Ill. (4.6m; S-A; E3207).
- Madrid Cablevision for Madrid, Iowa (4.6m; S-A; E3208).
- Saline County Cable Television Inc. for Benton, Ark. (4.6m; S-A; E3209).
- Community Tele-Communications Inc. for Glenwood Springs, Colo. (4.6m; S-A; E3210).
- Community Tele-Communications for Monroe City, Mo. (4.6m; S-A; E3211).
- Nation Wide Cablevision Inc. for Poulsbo, Wash. (4.6m; S-A; E3212).

Cable

- FCC received the following cable service registrations:
- Alert Cable TV of North Carolina Inc. for Orange and Long Beach, both North Carolina (NC0256, 227) new signal.
- Satellite Cablevision Inc. for Johnson, Ind. (IN0253) new signal.
- Valley Telco for Leola, S.D. (SD0062) new signal.
- Rockingham-Hamlet Cablevision Inc. for Rockingham, N.C. (NC0254) new signal.
- Cleveland Area TV Inc. for Broadview Heights, Ohio (OH0863) new signal.
- Popshop Three TV Cable Inc. for Canebrake, W.Va. (WV0681) new signal.
- BA Communications Inc. for Lantanna Cascade, Fla. (FL0521) new signal.
- Camelback Cablevision Inc. for Phoenix, Awahtuckee, both Arizona (AX0115,6).

Summary of broadcasting

FCC tabulations as of March 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,601	3	5	4,609	109	4,718
Commercial FM	3,308	2	5	3,315	149	3,464
Educational FM	1,096	0	0	1,096	71	1,167
Total Radio	9,005	5	10	9,020	329	9,349
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	95	334
Educational TV						
VHF	102	1	3	106	7	113
UHF	156	2	4	162	17	179
Total TV	1,018	4	7	1,029	125	1,154
FM Translators	354	0	0	354	214	568
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,395	0	0	1,395	492	1,887

*Special temporary authorization

**Includes off-air licenses

SPECIAL REPORT

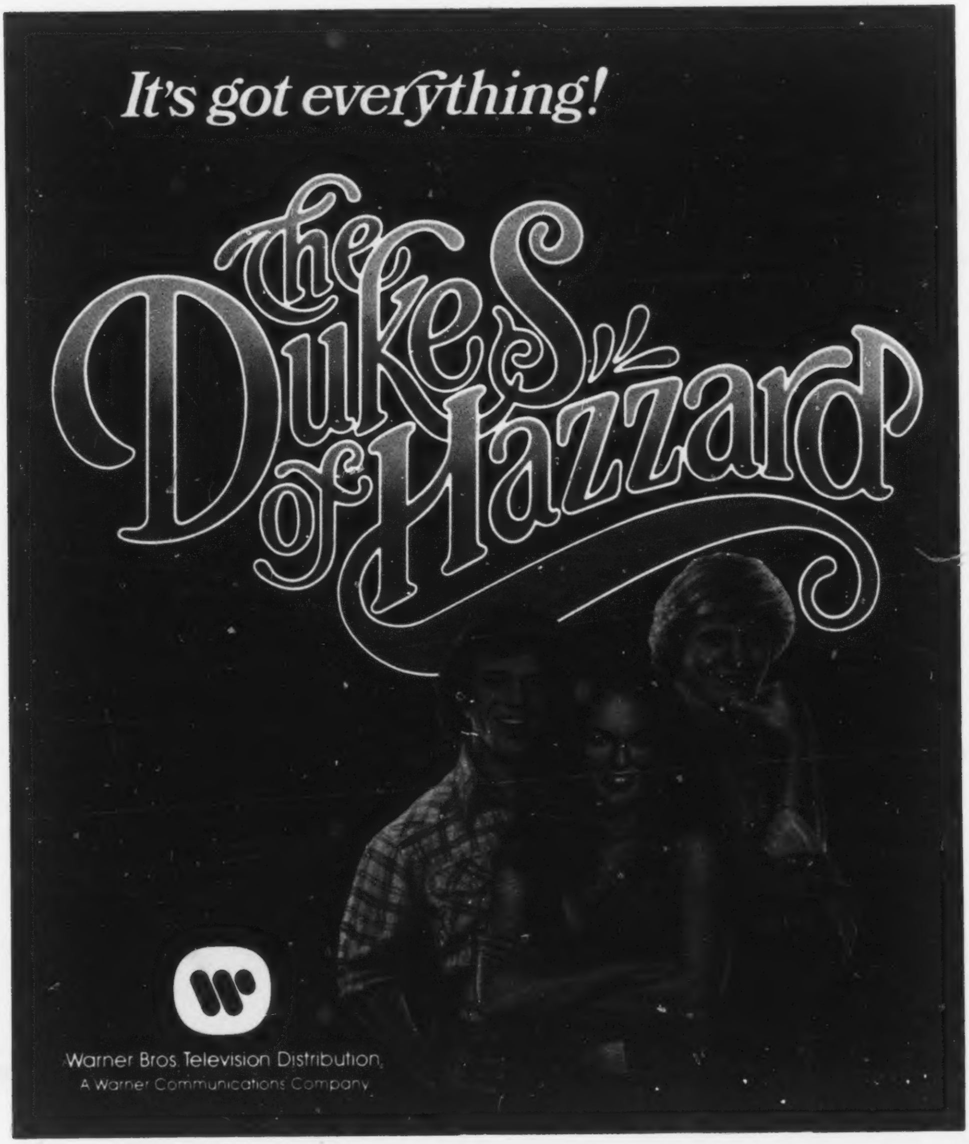
The NCTA Convention

Broadcasting Jun 8

The News Magazine of the Fifth Estate □ Vol. 100 No. 23

Our 50th Year □ 1981

7/13/81 C1750-1


It's got everything!
The Dukes of Hazzard
Warner Bros. Television Distribution
A Warner Communications Company

The First 50 Years Of Broadcasting

1964

□

PAGE 101

Broadcasting Jun 8

The Week in Brief

TOP OF THE WEEK

SCRAP FINANCIAL REPORTS ☐ Fowler believes FCC should drop such reporting requirement. He also says partial divestiture may be in order for future buyers of AM-FM combinations. **PAGE 35.**

NODS TO RIVERA AND QUELLO ☐ New Mexico lawyer to complete Ferris term; incumbent commissioner to stay on until 1987. **PAGE 35.**

NAB BOARD ACTIONS ☐ It opposes DBS, votes to help daytimers. **PAGE 36.**

IT HAPPENED AT APB ☐ Turner chides broadcasters for not living up to all their responsibilities. Leonard calls for return to basics in journalism. Panelists air White House-press corps differences. Taishoff urges avid pursuit of First Amendment status for Fifth Estate. Packwood, Parker, Well and Worden offer varying views on deregulation. Convention coverage begins on **PAGE 38.**

PROBLEMS WITH CUBA ☐ That country's illegal high-power operations that interfere with U.S. AM stations prompts "get tough" talk at Hill hearing. **PAGE 41.**

SPECIAL REPORT

NCTA '81 ☐ More than 16,000 were on hand in Los Angeles for convention that dramatically reflected cable's position on frontier between past and future. **PAGE 48.** NCTA's board promises to be involved in Utah obscenity case and to take stand in FCC's proposed rulemaking on signal leakage. **PAGE 46.** Agency, advertiser and system spokesmen cite value of getting in on ground floor of cable advertising. **PAGE 50.** Marketing experts suggest methods to strengthen cable's hand. **PAGE 54.** Wall Street says cable stocks are on plateau. **PAGE 58.** Pluses and minuses of equity financing spelled out. **PAGE 58.** Newer MSO's tell why they're happy to be in family. **PAGE 59.** Debate rages on telephone entry into certain services. **PAGE 60.** Panelists explore avenues for future cable financing. **PAGE 60.** Top cable programers outline local productions on tap. **PAGE 63.** Showtime's plans include expansion to 24 hours on July 4. **PAGE 64.** And HBO will go around-the-clock Jan. 1. **PAGE 70.** NCTA deals its ACE awards. **PAGE 74.** Hill speakers warn that there is no clear-cut answer on AT&T question. **PAGE 76.** Wirth again stakes claim on cable for his committee. **PAGE 76.** Compulsory copyright license merits debated. **PAGE 78.** Cable goals of Congress this summer previewed. **PAGE 79.** Panelists on addressable and two-way bullish about those services. **PAGE 82.** Back-up satellite proposed by RCA Americom. **PAGE 83.** Last year's doubts about 400 khz fade. **PAGE 84.** Panelists address addressability. **PAGE 85.** Majors explain modus operandi in data distribution. **PAGE 86.** High-speed data transmission touted by manufacturers. **PAGE 87.**

MEDIA

NAB GUARD CHANGES ☐ Tom Bolger, outgoing joint board chairman at NAB, leaves legacy of energetic leadership. Reins are turned over to Ed Fritts, already running fast. **PAGE 88.**

BUSINESS

MORITA TELLS IT ALL ☐ Sony's chairman provides security analysts with complete picture of company's status, finances and future plans. **PAGE 93.**

LAW & REGULATION

PACKWOOD FUMES ☐ Senate Commerce Committee chairman is unhappy that White House witnesses don't testify on AT&T bill, but the S. 898 show goes on to applause of Fowler and Geller. **PAGE 94.**

JOURNALISM

CBS BACKED ☐ Federal appeals court goes along with network in *60 Minutes* First Amendment case. **PAGE 97.**

1964

THE 'BROADCASTING' YEARS ☐ Federally ordered and self-imposed restrictions on cigarette advertising marked 1964. LeRoy Collins quit as NAB president to the relief of many broadcasters, who also breathed a bit easier when Pat Weaver's pay-television operations were blocked by a California referendum. **PAGE 101.**

PROFILE

SPIRIT OF A 49ER ☐ Times and places have changed for Bruce Cox since he took his first radio job in 1949. But nothing happened in the ensuing 32 years to lessen the enthusiasm for broadcasting of Compton's vice president, director of programing. **PAGE 127.**

Index to departments

Business 93
Business Briefly 8
Changing Hands 91
Closed Circuit 7
Datebook 19
Editorials 130
Fates & Fortunes 123
For the Record 106
Journalism 97
Law & Regulation 94
Media 88
Monday Memo 14
Open Mike 30
Special Report 44
Stock Index 92

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ ABC Information Network 23 ☐ Accuracy In Media 20 ☐ American Chiropractic Association 27 ☐ American Insurance Association 12-13 ☐ American Petroleum Institute 85 ☐ Ampex 56-57 ☐ Arbitron 51 ☐ Beck-Ross Communications Inc. 10 ☐ Becker Communications Associates 76 ☐ Blackburn & Co. 90 ☐ Boy Scouts of America 26 ☐ Broadcast Personnel 123 ☐ CBS-FM Sales 19 ☐ CMA 28-29 ☐ Continental Electronics 85 ☐ Delta Airlines 30 ☐ Fetzer Stations 21 ☐ Filmways 31-34 ☐ Harold Friedman Consortium 87 ☐ Gaylord Broadcasting Co. 55 ☐ Gold Key 61 ☐ Hayes Broadcast Syndication 22 ☐ Ikegami 65 ☐ Katz Agency 18 ☐ Lorimar Productions 15-17 ☐ MCA-TV 6 ☐ MGM-TV Inside Front Cover/Page 3 ☐ Maxine Ltd. 89 ☐ Media People 125 ☐ Mobil 4 ☐ NBC Radio 9 ☐ NEC Inside Back Cover ☐ Phillips Petroleum 124 ☐ SFM Holiday Network 52-53 ☐ Satellite Music Network 47-49 ☐ Sony 72-73 ☐ Standard Rate & Data Service 79, 81, 83 ☐ Howard E. Stark 93 ☐ Storer 24-25 ☐ Supersign America 43 ☐ TA Associates 91 ☐ TV Guide 77 ☐ Tandem 66-67, 69, 71 ☐ Telepictures Corporation 11 ☐ Edwin Tornberg 106 ☐ United Media Enterprise 62 ☐ WSBK-TV 100 ☐ Ward Beck Back Cover ☐ Warner Brothers TV Front Cover ☐ Westwood One 8 ☐

manager of KLAS-TV Las Vegas and former television board vice chairman, was designated television chairman after running unopposed.

In an apparent effort to head off potential division between its full-time and daytime station members on the 9 khz issue, the board directed the NAB staff to increase pressure on the FCC to do everything it can, short of degrading present service, to allow daytime-only stations to broadcast full time. This is the second time this year the board has reaffirmed a resolution it first adopted in January 1979.

Shortly before last week's meeting, Representative Paul Findley (R-Ill.) sent letters to most daytime broadcasters (excluding some who are NAB board members) claiming that adoption of 9 khz channel spacing is the daytimers' "last hope" to become full-time stations and accusing the NAB of ignoring the interests of its daytimer members and distorting facts in its fight against 9 khz (BROADCASTING, June 1). Fritts said last week that NAB had received "half a dozen" letters from broadcasters responding to Findley's campaign, half opposing and half supporting NAB.

As he was expected to, Findley introduced a bill last Monday (June 1) directing the FCC, "pursuant to adoption of a 9 khz spacing plan," to insure that each community regardless of size is provided with maximum local full-time radio service. A similar bill Findley introduced in the 96th Congress did not contain a specific reference to 9 khz.

In an update on 9 khz, the board was advised of the latest ammunition brought into its fight against channel shrinkage. Jules Cohen, an engineering consultant hired by NAB to study the impact of reducing channel spacing on existing AM broadcasters, claimed that the FCC underestimated by $18 million the overall costs broadcasters may have to bear if the western hemisphere decides to adopt 9 khz next November.

Cohen also claimed that the National Telecommunications and Information Administration underestimated the adjacent-channel interference that would result from a switch to 9 khz. It did so by not taking into account the significant amount of audio processing being conducted by stations today. Audio processing, which allows stations to sound louder by maintaining high frequency modulation, increases adjacent channel interference. NAB has spent close to $200,000 gathering evidence against 9 khz proposals.

The board affirmed a decision by the radio code board that commercials be restricted from simulating techniques used to present on-air editorials and news announcements. It also affirmed an earlier resolution by the executive committee to urge the FCC to expedite its proceeding on AM stereo.

An NAB study of public attitudes toward contraceptive advertising on radio and TV got the board's go-ahead and is expected to begin within two months. The board put off launching a similar study on personal product ads because it wants more work done on a questionnaire involved.

The board approved two new categories of associate memberships, for foreign organizations that will pay $450 in dues annually and for retired broadcasters, who will pay $100 in annual dues. The board also voted to raise dues for its other associate memberships by 10% beginning in September 1982.

The NAB Science and Technology Committee, chaired by William Lilley, CBS Washington vice president, will consider requests from the American Newspaper Publishers Association for NAB support in ANPA's efforts to defeat legislation pending in the Senate that would allow AT&T to offer electronic information services. The board received a briefing on the issue from Kenneth Schanzer, NAB senior vice president, government relations, but decided the legislation and issues involved were too complex for a decision by the full board last week.

Lilley said his committee will report to the executive committee at its July meeting on a study to be conducted between now and then. The study will analyze how the Senate bill (S. 898) could affect current over-the-air television, electronic advertising and television industry revenues. It will also look at political ramifications of NAB's involvement in the issue.

At the July meeting, the executive committee will also review NAB's position on funding for public broadcasting.

udio Alternatives From 1935 to 1980

Championing the cause of TV deregulation. Total video outlets exceed the number of radio stations in many markets, according to William Lilley III, CBS vice president, Washington, who presented recently compiled surveys to the NAB's joint board of directors last week. He's making a case that conventional TV, as well as radio, is ready for deregulation. ■ Lilley previously had presented his conclusions to the House Telecommunications Subcommittee, which is gathering evidence of competition in the communications industry (BROADCASTING, June 1). Subcommittee staffers found the report "interesting," according to chief counsel David Aylward, who had not yet conferred about it with Chairman Timothy Wirth (D-Colo.) ■ Lilley based his initial conclusions on a study of the 14 markets represented by members of the Telecommunications Subcommittee (hence the inclusion of Denver, from whence the chairman hails). Taking that market as an example (see chart below), there are 37 cable channels, one MDS channel and five VHF and UHF television stations, for a total of 43 video outlets plus 21,315 videocassette players in a city that has only 23 radio stations. ■ CBS now is surveying markets of other members of Congress who have heard about the report. The NAB board referred the study to its executive committee, which will consider further applications or expansion of the project for lobbying efforts.

	CABLE					
	% of homes passed	*Average number of channels*	*MDS channels*	*Total UHF & VHF channels*	*Video-cassette players*	*Radio stations*
New York	28	29	3	14	177,554	39
Los Angeles	23	23	3	18	115,314	32
Chicago	6	27	2	11	78,652	39
Philadelphia	23	27	2	10	65,011	30
Boston	19	23	2	9	51,367	20
Detroit	4	27	2	7	44,335	23
Washington	8	29	1	7	38,580	20
Cleveland	32	20	3	5	36,465	21
Dallas	1	35	2	6	33,465	20
Seattle-Tacoma	41	23	2	7	26,857	26
Denver	13	37	1	5	21,315	23
Charlotte, N.C.	15	12	1	7	15,347	13
New Orleans	12	29	1	5	14,707	23
Des Moines, Iowa	34	33	1	4	9,379	13

violation of rules, and if so, effect on Blue Ribbon's qualifications to be licensee; ordered burden of proceeding on Broadcast Bureau and burden of proof on licensee, ordered evidence on issue be heard May 19 at 10 a.m. in Washington, D.C. (By Order; Doc. 21280). Action May 11.

- Charleston, W. Va. **TV proceeding** (Appalachian Broadcasting Corp. and West Virginia Telecasting Inc.)—ALJ Walter C. Miller granted joint request by applicants and approved agreement, authorized reimbursement of $30,283.83 to Appalachian, dismissed Appalachian's with prejudice, granted West Virginia Telecasting's application, and terminated proceeding (By MO&O; BC Doc. 81-48-49). Action May 18.

Petition

- The Coalition for Enforcement of Equality in Television and Radio Utilization of Time and Hours (CEETRUTH) has appealed commission's renewal of license of KGGM-TV, Albuquerque, N.M. CEETRUTH filed petition to deny renewal challenging adequacy of station's efforts to ascertain needs of its community of license, responsiveness of its program service to such needs and adequacy of its efforts to employ minorities and women. CEETRUTH filed its appeal with U.S. Court of Appeals for District of Columbia Circuit. Last December 16 FCC announced it would granted KGGM-TV one year license renewal. Ann. May 28.

Cable

- FCC received the following cable service registrations:
- Tulsa Cable Television Inc. for Tulsa, Broken Arrow and Sand Springs, all Oklahoma (OK0061, 65, 64) add signal.
- Sierra Communications Systems Inc. for Lake Widwood, Calif. (CA0784) add signal.
- Mountain Cable TV Co. for Prairie City, Ore. (OR0028) add signal.
- Capital Cable Co. Inc. for Austin & Bergstrom AFB, both Texas (TX0029, 30) add signal.
- Telecable of Cleveland Inc. for Cleveland and Bradley, both Tennessee (TN0068, 159) add signal.
- Marceline CATV for Marceline, Mo. (MO0114) add signal.
- Scott & Krenz TV Systems for Bruce, Wis. (WI0224) add signal.
- Tele-Media Co. for Senecaville and Richland, both Ohio (OH0401, 651) add signal.
- Scott & Krenz TV Systems for Lafayette, Wis. (WI0225) add signal.
- Vision Cable Communications of Moore Head City Inc. for Pine Knoll Shores, Altantic Beach, Beaufort, Havelock, Cape Carteret, Emerald Isle, Carteret, Newport, Swansboro, all North Carolina (NC0198, 197, 196, 204, 200, 199, 202, 201, 203) add signal.
- Vision Cable of South Carolina Inc. for Florence and Darlington, both South Carolina (SC0057, 115) add signal.
- Okmulgee Video Inc. for Okmulgee, Okla. (OK0090) add signal.
- Cablevision of Fredericksburg Inc. for Fredericksburg and Spotsylvania, both Virginia (VA0020, 22) add signal.
- Breckenridge TV Cable Co. for Breckenridge, Tex. (TX0014) add signal.
- Cablevision of Pennsylvania for Bridgeport, West Conshohocken, Conshochocken, East Norriton and West Norriton, all Pennsylvania (PA1465, 1470, 1511, 1512, 1554) add signal.
- Century Cable of Southern California for Brea, La Habra, La Habra Heights, Los Angeles county, Orange county, all California (CA0016, 18, 802, 753, 754) add signal.
- Century Cable of Northern California for Benicia, Calif. (CA0015) add signal.
- Florida TV Cable for Volusia and Ormond Beach, both Florida (FL0015, 16) add signal.
- Utica CATV Inc. for Utica and North Utica, both Illinois (IL0029, 261) add signal.
- Sitka Alaska Television for Sitka, Mount Edgecumbe, both Alaska (AK0002, 36) new signal.
- Ketchikak Alaska Television Inc. for Ketchikan Gateway, Alaska (AK0035) new signal.
- Pan Pacific and Low Ball Cable TV for Emeryville, Calif. (CA0852) new signal.
- Ketchikan Alaska Television Inc. for Ketchikan, Alaska (AK0003) add signal.
- Garberville Cable TV for Garberville and Redway, both California (CA0595, 596) add signal.
- Bixby Cablevision Inc. for Bixby, Okla. (OK0202) add signal.

Earth Stations

Applications

- Church Point Cable TV Inc. for Church Point, La. (5m; S-A; E3181).
- Skyline Communications Corp. for Galena, Ind. (5m; Microdyne; E3184).
- Churchill Downs Race-Sport Book for Las Vegas, Nev. (4m; MSC-4; E3186).
- Sarasota-Bradenton Florida TV Co. for Sarasota, Fla. (7m; Microdyne; E3187).
- Continental Cablevision of Michigan Inc. for Madison Heights, Mich. (5m; S-A; E3188).
- Tower Communications Inc. for Waverly, Ohio (4.6m; S-A; E3190).
- Southern Communications and Service Inc. for Tyndall AFB, Fla. (5m; S-A; E3191).
- Pittsfield Cablevision Inc. for Pittsfield, N.H. (5m; Microdyne; E3212).
- Hi-Net Communications for New Iberia, La. (5m; AFC; E3212).
- Hi-Net Communications for Orlando, Fla. (5m; AFC; E3216).
- Satellite Business Systems for Columbus, Ohio (5.5m; Nippon; E3217).
- Satellite Business Systems for Covington, Ga. (5.5m; Hughes; E3218).
- Satellite Business Systems for Magna, Utah (7.7m; Hughes; E3219).
- Satellite Business Systems for Faulkland, Del. (5.5m; E3220).
- Satellite Business Systems for Los Angeles (5.5m; Hughes; E3221).
- Rube Cablevision for Edwards, Miss. (5m; Microdyne; E3222).
- Century Cable of Northern California for San Pablo (5m; S-A; E3223).
- Hi-Net Communications Inc. for Dallas-Regal Row, Tex. (5m; unknown; E3224).
- Cablevision for Peotone, Ill. (4.6m; S-A; E3226).
- Medallion Broadcasters Inc. for Sioux City, Iowa (4.5m; S-A; E3226).
- American Satellite Co. for Fort Monroe, Va. (5m; S-A; E3227).
- American Satellite Co. for Shaw AFB, S.C. (5m; S-A; E3228).
- Indiana River Community College for Fort Pierce, Fla. (5m; Microdyne; E3229).
- Cylix Communications Network Inc. for San Antonio, Tex. (4.6m; S-A; E3230).
- Interstate for Manassas, Va. (4.6m; S-A; E3231).
- Nor-Com Video Inc. for Adams, Wis. (5m; Comtech; E3232):
- General Electric Cablevision Corp. for Watertown, N.Y. (5m; S-A; E3233).
- Cable Electronics Inc. for Rotan, Tex. (5m; Anixter-Mark; E3234).
- Nor Cal Cablevision Inc. for Paradise, Calif. (5m; S-A; E3235).
- Rainbow Vision Cable for Flanagan, Ill. (5m; Anixter-Mark; E3189).
- WKRG-TV Inc. for Spanish Fort, Ala. (7m; unknown; E3214).
- Global Communications Inc. for Houston, Tex. (5.6m; Gardner; E3242, 43, 44, 45, 46).
- Warner Amex Cable Communications Inc. for Marks, Miss. (4.6m; S-A; E3247).
- University of West Florida for Pensacola, Fla. (4.5m; Rockwell; E3248).

Grants

- City of Arma for Arma, Kan. (E3205).
- Bureau County Cablevision for Ladd, Ill. (E3062).
- Century Cable of Southern California for Brea, Calif. (E3075).
- Arlington Cablesystems Corp. for Arlington, Mass. (E3077).
- Hi-Net Communications Inc. for Alberta Lea, Minn. (E3078).
- Hi-Net Communications Inc. for Augusta, Ga. (E3079).
- Cylix Communications Network Inc. for Detroit, Mich. (E3082).
- Cylix Communications Network Inc. for Indianapolis (E3087).
- Sunbelt Cablevision of St. Charles Inc. for Destrehan, St. Charles Parrish, La. (E3096).
- Scope Cable Television Inc. for Ashland, Neb. (E3097).
- Metromedia Inc. for Golden Valley, Minn. (KG83).
- Teleprompter Corp. for Portales, N.M. (KG87).
- Hurley Cable TV Inc. for Hurley, N.M. (KH25).
- Twin City Cablevision Inc. for Centralia, Wash. (KH31).
- Communications Services Inc. for New Braunfels, Tex. (KH37).
- Communications Services Inc. for Seguin, Tex. (KH38).
- WHYY Inc. for Philadelphia (WD57).
- South Central Educational Broadcasting Council for Hershey, Pa. (WD93).
- Gerity Broadcasting Co. for Essexville, Mich. (WG47).
- Nantucket Cable-Vision Corp. for Nantucket, Mass. (WG50).
- Cox Cable Communications Inc. for Jacksonville Beach, Fla. (E2901).
- Falcon Communications for Monterey Park, Calif.

Summary of broadcasting

FCC tabulations as of April 31, 1981

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,608	3	1	4,612	117	4,729
Commercial FM	3,313	2	0	3,315	151	3,466
Educational FM	1,101	0	0	1,101	69	1,170
Total Radio	9,022	5	1	9,028	337	9,365
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	97	336
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,019	4	7	1,030	126	1,156
FM Translators	354	0	0	354	220	574
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,396	0	0	1,396	492	188

**Special temporary authorization*

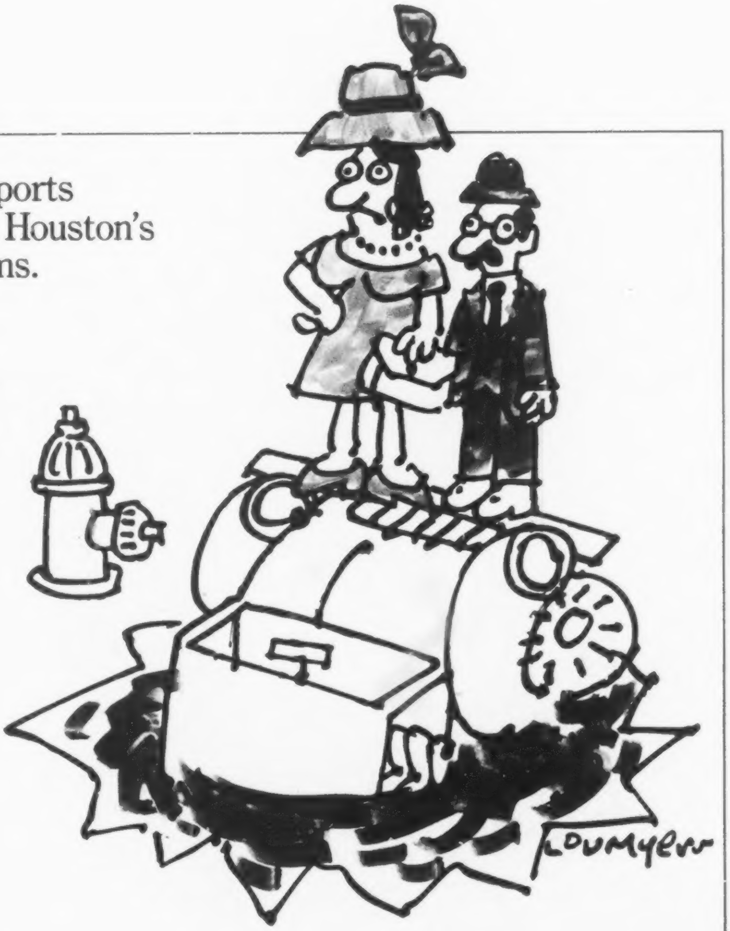
***Includes off-air licenses*

Deregulation on fast track in Senate
Fowler makes broadcast keynote

Broadcasting Jun 15

The News Magazine of the Fifth Estate □ Vol. 100 No. 24 Our 50th Year □ 1981

7/13/81 C 1750-1



Our consumer reports do a whole lot for Houston's inner-city problems.

Instead of detouring issues, our consumer reporters take to the streets and get to the bottom of Houston's problems.

Maybe it's the growing number of potholes in roads. Or the rising price of pot roasts in supermarkets.

Whatever's plaguing the public, we go after it with hard-hitting, investigative reporting. So when viewers turn to us, they get the whole story on whatever consumer issues are floating around town.

KPRC TV HOUSTON

Petry Television, Inc., National Representatives, NBC Affiliate.

The First 50 Years Of Broadcasting

1965
□
PAGE 85

Broadcasting ▨ Jun 15

The Week in Brief

TOP OF THE WEEK

EMANCIPATION PROCLAMATION ☐ FCC's Fowler tells Oregon broadcasters that he has declared war on every unreasonable regulation affecting broadcasters. **PAGE 27.**

AT&T TOUCHES SOMEONE ☐ Administration, in supporting S. 898, backs company's entry via subsidiary into video services. **PAGE 28.**

DEREGULATION ON FAST TRACK ☐ Packwood appends broadcast legislation to budget measure in move to get Senate passage. **PAGE 29.**

GETTING TOGETHER ☐ Rogers bid for UA-Columbia control succeeds; Outlet talks merger with Columbia Pictures. **PAGE 30.**

RESHAPING OF CRT ☐ GAO report offers five alternative recommendations for changes to improve Copyright Royalty Tribunal. **PAGE 31.**

GOLDEN OPPORTUNITIES ☐ Speakers at opening of BPA-BDA sessions laud progress of associations, but say explosive media growth offers chance for much more. **PAGE 32.**

BUSINESS

CHANGING NUMBERS ☐ Arbitron Television and Nielsen revamp TV household estimates and market rankings, applying what they say is more precise formula to 1980 census data. **PAGE 33.**

ADVERTISER SURVIVAL TACTICS ☐ AAF convention speakers, both inside and outside business, urge self-policing to clean up programs and ads. Warning sounded that boycotts may gain in public support. **PAGE 40.**

RADIO PORTFOLIO TRIMMED ☐ Charter will sell two outlets in Wisconsin for $5 million and put Detroit FM up for sale. **PAGE 52.**

PROGRAMING

VIDEO VENTURERS ☐ AFI and Sony host Kennedy Center festival where artists, producers and equipment makers show and tell about experimental programing. **PAGE 56.**

PEEK AT PBS'S FALL ☐ Two-day showing in Los Angeles combines programing previews with reminders of public television success in presenting quality fare and in drawing substantial audiences. **PAGE 61.**

JOURNALISM

GET-TOUGH STANCE ☐ Reagan administration plans firm position at UNESCO against international press restrictions. **PAGE 64.**

TECHNOLOGY

IT HAPPENED IN MONTREUX ☐ World's top engineering talent speaks in glowing terms about sophisticated TV wizardry that will hit market in next decade. **PAGE 68.** More than 200 exhibitors display their wares in Switzerland. **PAGE 69.**

9 KHZ IRONY ☐ Preparations for showdown on AM spacing in western hemisphere continue at Hill hearing. It appears U.S., which last year fought uphill battle for 9 khz, could face another uphill fight in attempt to get support to keep 10 khz. **PAGE 70.**

LAW & REGULATION

WUNDER'S COURSE ☐ In brief Senate confirmation hearing, designated NTIA head wins approval. He says administration is now undecided about 9 khz proposal, steps will be taken to afford full-time facilities to daytimers, and he expects full cooperation between his agency and FCC. **PAGE 76.**

1965

THE 'BROADCASTING' YEARS ☐ The FCC decided it had power to regulate cable television and sparked controversy with its proposed rules. Network domination of TV programing became another target of commission. From Red Lion, Pa., came first challenge of fairness doctrine. And ABC anticipated merger with giant ITT. **PAGE 85.**

PROFILE

STITCHER OF HBO'S BASICS ☐ Last year, when Home Box Office needed a new president, it didn't look far afield. The choice was Jim Heyworth, who had worked his way up the organization ladder with a minimum of fanfare and a maximum of fundamentals. **PAGE 111.**

Index to departments

Bottom Line.............51
Business Briefly.........8
Changing Hands.........74
Closed Circuit............7
Datebook................14
Editorials...............114
Fates & Fortunes......107
For the Record..........90
Monday Memo...........24
News Beat...............66
Open Mike................22
Profile....................111
Stock Index..............54
Washington Watch.......79

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ Accuracy In Media 63 ☐ Ampex 57 ☐ Associated Press 15 ☐ BBI Productions 11 ☐ Blackburn & Co. 74 ☐ Broadcast Electronics 70 ☐ Charter Broadcasting 55 ☐ Continental Electronics 71 ☐ Doubleday Broadcasting Co. Back Cover ☐ Filmways 47-50 ☐ Frazier, Gross & Kadlec 14 ☐ Gabriel Awards 71 ☐ Grass Valley 4 ☐ Harris 39 ☐ Home Theater Network 65 ☐ International Tapetronics 67 ☐ KPRC-TV Front Cover ☐ Lorimar Productions 44-45 ☐ MCA-TV 6 ☐ MGM-TV Inside Front Cover/Page 3, 26 ☐ Metromedia Producers Corp. 16-17 ☐ Archer Daniel Midland 10 ☐ Mutual Broadcasting System 53 ☐ NBC Sports 42 ☐ Otari 73 ☐ Paramount 35-37 ☐ Petry Television 41 ☐ RKO Radio Inside Back Cover ☐ Radio Index 52 ☐ Cecil L. Richards 75 ☐ St. Joe Lead 18 ☐ Station Business Systems 60 ☐ Tandem 20-21, 23, 25 ☐ Tektronix 58-59 ☐ Viacom 12-13 ☐ WETA-TV 78 ☐ Warner Brothers Television 9 ☐ Westwood One 8 ☐ World Wide Bingo 107 ☐ Xerox 84 ☐

Business

Census results in market changes

Both Arbitron and Nielsen refigure markets using new data with many fluctuations in cities below top 10

Both Arbitron Television and the A.C. Nielsen Co. were out last week with new TV households estimates and market rankings, based on the 1980 census.

The estimates are being used by the audience-measurement services in preparation of their respective May sweep reports and will be used again with the July sweeps.

This is the second census-updated list put out by Nielsen. Its first, issued last month (BROADCASTING, May 11), was based on the census bureau's data on "housing units" (which include unoccupied units for seasonally occupied dwellings), to which Nielsen applied various occupancy formulas to get households estimates. Then the bureau came out with its 1980 households estimates, and Nielsen decided to re-do the list using actual census data ("Closed Circuit," June 8).

Arbitron officials say their new estimates are not based on the Census Bureau's 1980 households count but were developed with occupancy data "so close to the money" that the estimates won't need recalculation.

Arbitron's estimates put total TV households in the continental U.S. at 79,175,400, a 2.5% gain over the figure Arbitron had been using based on pre-census data. Nielsen's put the total for all states except Hawaii at 79,932,520, a 2.7% increase over Nielsen's old estimate. Including Alaska, Nielsen's estimates total 80,226,020, a rise of 2.8% above the estimates in use until now. The new Nielsen totals are marginally—less than 1%—higher than those released in last month's updating.

In both Nielsen and Arbitron estimates, the top 10 markets remain unchanged in rank, but numerous changes occur in rankings below the top 10. Generally the gains tend to be most consistent among so-called Sun Belt markets. However, some of the Sun Belt markets fared somewhat less well in the new Nielsen estimates than in those Nielsen released last month.

Orlando-Daytona Beach, Fla., for example, which had risen from 41st to 33d in the Nielsen list issued in May, ends up as 35th in the new list. West Palm Beach-Fort Pierce, Fla., which had gone from 78th to 64th in the May list, drops to 69th in the current one. Phoenix-Flagstaff, Ariz., which had climbed from 31st to 25th, slips to 26th. (In the Arbitron list, Orlando-Daytona Beach rises from 40th in the pre-census calculations to 34th, West Palm Beach goes from 76th to 69th and Phoenix goes from 31st to 24th.).

Some markets that are known to have experienced strong growth are shown with declines in TV households. Officials say this happened because growth rates used to project the pre-census figures were shown by census data to have been too high. Similarly, where projected growth rates proved to have been too low, some markets show disproportionate gains in TV households.

In the following tables "old" or "original" rank and estimates are those used from October 1980 through March 1981. The "new" or "revised" rank and estimates are the new ones, to be used in May and July.

Arbitron ADI rankings

New rank	*Old rank*	*Market*	*New TV households*
1	1	New York	6,324,400
2	2	Los Angeles	4,132,100
3	3	Chicago	2,887,500
4	4	Philadelphia	2,373,100
5	5	San Francisco	1,905,800
6	6	Boston	1,829,200
7	7	Detroit	1,635,400
8	8	Washington	1,436,600
9	9	Cleveland	1,361,700
10	10	Dallas-Ft. Worth	1,310,300
11	12	Houston	1,229,300
12	11	Pittsburgh	1,189,800
13	17	Miami	1,065,400
14	16	Atlanta	1,061,500
15	15	Seattle-Tacoma	1,038,500
16	13	Minneapolis-St. Paul	1,037,200
17	18	Tampa-St. Petersburg	1,035,000
18	14	St. Louis	1,012,700
19	20	Denver	840,100
20	19	Baltimore	839,900
21	22	Sacramento-Stockton, Calif.	769,700
22	21	Indianapolis	763,800
23	24	Portland, Ore.	727,600
24	31	Phoenix	692,900
25	23	San Diego	689,500
26	28	Milwaukee	675,600
27	27	Cincinnati	674,400
28	26	Hartford-New Haven, Conn.	673,600
29	25	Kansas City	666,300
30	30	Nashville	620,800
31	29	Buffalo, N.Y.	607,500
32	35	Charlotte, N.C.	586,100
33	32	Providence, R.I.-New Bedford, Mass.	580,800
34	40	Orlando-Daytona Beach, Fla.	570,600
35	33	Columbus, Ohio	569,700
36	34	Memphis	560,400
37	36	New Orleans	552,000
38	37	Greenville-Spartanburg, S.C.-Asheville, N.C.	548,900
39	38	Grand Rapids-Kalamazoo-Battle Creek, Mich.	547,900
40	41	Raleigh-Durham, N.C.	521,400
41	39	Oklahoma City	516,500
42	42	Louisville, Ky.	510,200
43	43	Charleston-Huntington, W. Va.	504,000
44	45	Salt Lake City	498,300
45	46	Harrisburg-York-Lancaster-Lebanon, Pa.	480,200
46	48	Wilkes Barre-Scranton, Pa.	468,900
47	47	Norfolk-Portsmouth-Newport News-Hampton, Va.	467,300
48	44	Birmingham, Ala.	465,100
49	49	Dayton, Ohio	464,400
50	51	San Antonio, Tex.	460,900
51	53	Greensboro-Winston Salem-High Point, N.C.	453,600
52	50	Albany-Schenectady-Troy, N.Y.	450,300
53	54	Little Rock, Ark.	439,000
54	52	Flint-Saginaw-Bay City, Mich.	432,800
55	55	Toledo, Ohio	418,700
56	58	Shreveport, La.-Texarkana, Tex.	408,200
57	56	Tulsa, Okla.	402,900
58	57	Wichita-Hutchinson, Kan.	392,900
59	59	Richmond, Va.	385,600
60	60	Knoxville, Tenn.	380,900
61	61	Mobile, Ala.-Pensacola, Fla.	372,500
62	62	Roanoke-Lynchburg, Va.	369,600
63	66	Jacksonville, Fla.	355,100
64	65	Green Bay, Wis.	347,600
65	64	Des Moines, Iowa	347,100
66	63	Syracuse, N.Y.	345,100
67	68	Fresno, Calif.	344,500
68	69	Omaha	327,000
69	76	West Palm Beach, Fla.	325,100
70	67	Rochester, N.Y.	317,900
71	72	Albuquerque, N.M.	317,300
72	71	Davenport-Rock Is-Moline, Ill.	313,500
73	70	Spokane, Wash.	309,900
74	73	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	292,000
75	75	Springfield-Decatur-Champaign, Ill.	287,900
76	74	Portland-Poland Springs, Mo.	279,200
77	77	Chattanooga, Tenn.	276,200
78	78	Johnstown-Altoona, Pa.	269,700
79	79	Cedar Rapids-Waterloo, Iowa	267,800
80	81	Jackson, Miss.	264,400
81	80	South Bend-Elkhart, Ind.	262,700
82	83	Bristol-Kingsport-Johnson City, Tenn.	259,900
83	85	Lexington, Ky.	251,300

New rank	Old rank	Market	New TV households
84	84	Lincoln-Hastings-Kearney, Neb.	248,100
85	82	Springfield, Mo.	248,000
86	95	Austin, Tex.	236,400
87	86	Peoria, Ill.	232,800
88	92	Tucson, Ariz.	231,300
89	87	Huntsville-Decatur-Florence, Ala.	228,900
90	89	Evansville, Ind.	227,600
91	90	Youngstown, Ohio	226,600
92	88	Springfield, Mass.	220,600
93	91	Lansing, Mich.	211,800
94	96	Baton Rouge, La.	211,500
95	100	Waco-Temple, Tex.	210,900
96	97	Columbia, S.C.	207,100
97	94	Ft. Wayne, Ind.	206,400
98	93	Sioux Falls-Mitchell, S.C.	206,300
99	101	Greenville-New Bern-Washington, N.C.	201,800
100	99	Burlington, Vt.-Plattsburgh, N.Y.	198,500
101	104	Colorado Springs-Pueblo	196,600
102	103	El Paso, Tex.	194,900
103	102	Madison, Wis.	194,800
104	98	Fargo, N.D.	193,500
105	110	Augusta, Ga.	183,700
106	105	Rockford, Ill.	182,500
107	122	Las Vegas	177,800
108	119	Salinas-Monterey, Calif.	174,700
109	113	Columbus, Ga.	172,600
110	106	Duluth, Minn.-Superior, Wis.	171,200
111	122	Savannah, Ga.	170,300
112	111	Amarillo, Tex.	166,500
113	111	Charleston, S.C.	165,500
114	114	Monroe, La.-El Dorado, Ark.	165,200
115	115	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	163,800
116	109	Terre Haute, Ind.	163,100
117	107	Joplin, Mo. Pittsburg, Kan.	163,000
117	117	Wheeling-Steubenville, W. Va.	163,000
119	120	Beaumont-Port Arthur, Tex.	160,800
120	116	Lafayette, La.	158,100
120	108	Wichita Falls, Tex.-Lawton, Okla.	158,100
122	126	Ft. Myers-Naples, Fla.	157,600
123	118	Montgomery, Ala.	156,600
124	127	Yakima, Wash.	155,900
125	121	Sioux City, Iowa	154,600
126	128	La Crosse-Eau Claire, Wis.	151,400
127	130	Wausau-Rhinelander, Wis.	151,000
128	125	Eugene, Ore.	150,200
129	124	Binghamton, N.Y.	149,900
130	131	Wilmington, Del.	148,000
131	134	Corpus Christi, Tex.	146,800
132	129	Columbia-Jefferson City, Mo.	146,100
132	140	McAllen-Brownsville, Tex.	146,100
134	136	Tallahassee, Fla.	145,100
135	139	Reno	144,200
136	138	Erie, Pa.	141,100
137	135	Traverse City-Cadillac, Mich.	140,600
138	133	Lubbock, Tex.	138,100
138	132	Rochester, Minn.-Mason City, Iowa-Austin, Minn.	138,100
140	137	Macon, Ga.	137,300
141	143	Boise, Idaho	129,700
142	144	Bluefield-Beckley-Oak Hill, W.Va.	129,100
143	141	Chico-Redding, Calif.	128,100
144	146	Columbus-Tupelo, Miss.	123,200
145	142	Minot-Bismarck-Dickinson, N.D.	122,600
146	147	Quincy-Hannibal, Mo.	120,600
147	149	Ft. Smith, Ark.	117,100
148	150	Odessa-Midland, Tex.	116,300
149	145	Topeka, Kan.	116,000
150	152	Albany, Ga.	115,500
151	155	Bakersfield, Calif.	115,400
152	151	Missoula-Butte, Mont.	110,600
153	153	Abilene-Sweetwater, Tex.	108,700
154	148	Bangor, Me.	105,900
155	154	Medford, Ore.	104,200
156	156	Utica, N.Y.	101,700
157	159	Tyler, Tex.	94,800
158	157	Idaho Falls-Pocatello	86,500
159	158	Elmira, N.Y.	81,900
160	161	Florence, S.C.	81,800
161	166	Laurel-Hattisburg, Miss.	81,400
162	168	Salisbury, Md.	80,300
163	163	Clarksburg-Weston, W.Va.	80,000
164	160	Alexandria, Minn.	78,500
165	167	Panama City, Fla.	77,100
166	162	Rapid City, S.D.	75,800
167	164	Watertown-Carthage, N.Y.	75,200
168	165	Dothan, Ala.	73,600
169	174	Alexandria, La.	73,000
170	172	Anchorage	70,800
171	176	Meridian, Miss.	66,600
172	171	Jonesboro, Ark.	65,300
173	175	Lake Charles, La.	65,100
174	173	Billings-Hardin, Mont.	64,600
175	170	Ardmore-Ada, Okla.	64,400
176	177	Gainesville, Fla.	63,400
177	169	Great Falls, Mont.	62,200
178	181	El Centro-Yuma, Ariz.	59,500
179	177	Cheyenne, Wyo.	56,900
180	185	Biloxi-Gulfport-Pascagoula, Miss.	55,200
181	179	Palm Springs, Calif.	54,300
182	180	Marquette, Mich.	52,300
183	182	Eureka, Calif.	52,200
184	186	Casper-Riverton, Wyo.	50,600
185	184	St. Joseph, Mo.	49,900
186	187	Grand Junction, Colo.	49,400
187	183	Roswell, N.M.	45,900
188	190	Tuscaloosa, Ala.	45,100
189	191	Jackson, Tenn.	41,300
190	189	Anniston, Ala.	41,200
191	188	Greenwood-Greenville, Miss.	39,900
192	193	Lima, Ohio	38,700
193	192	Lafayette, Ind.	37,700
194	194	Mankato, Minn.	35,800
195	195	Harrisonburg, Va.	34,800
196	197	Parkersburg, W.Va.	33,700
197	196	San Angelo, Tex.	33,600
198	198	Charlottesville, Va.	33,200
199	204	Bowling Green, Ky.	30,200
200	203	Dubuque, Iowa	29,300
200	200	Zanesville, Ohio	29,300
202	205	Laredo, Tex.	28,300
203	200	Twin Falls, Idaho	27,900
204	202	Ottumwa, Iowa-Kirksville, Mo.	27,600
205	199	Presque Isle, Me.	25,900
206	206	Farmington, N.M.	23,900
207	207	Bend, Ore.	22,600
208	209	Victoria, Tex.	22,200
209	208	Flagstaff, Ariz.	22,000
210	210	North Platte, Neb.	18,200
211	211	Selma, Ala.	17,500
212	212	Helena, Mont.	15,800
213	213	Alpena, Mich.	14,700
214	214	Miles City-Glendive, Mont.	10,500

Nielsen DMA rankings

1	1	New York	6,377,180
2	2	Los Angeles, Palm Springs, Calif.	4,138,000
3	3	Chicago	2,912,020
4	4	Philadelphia	2,378,170
5	5	San Francisco-Oakland	1,922,180
6	6	Boston, Manchester, N.H., Worcester, Mass.	1,892,770
7	7	Detroit	1,659,020
8	8	Cleveland, Akron, Ohio	1,390,300
9	9	Washington	1,339,480
10	10	Dallas-Fort Worth	1,318,340
11	12	Houston	1,209,410
12	11	Pittsburgh	1,208,260
13	16	Miami-Fort Lauderdale	1,071,000
14	14	Seattle-Tacoma	1,062,040
15	13	Minneapolis-St. Paul	1,039,790
16	17	Atlanta	1,034,820
17	15	St. Louis	1,016,560
18	18	Tampa-St. Petersbg, Sarasota, Fla.	997,800
19	20	Indianapolis, Lafayette, Ind.	841,510
20	19	Baltimore	824,730
21	21	Denver	823,830
22	23	Portland, Ore.	789,540
23	22	Sacramento-Stockton, Calif.	788,150
24	26	Hartford-New Haven, Conn.	699,920
25	27	Cincinnati	696,730
26	31	Phoenix, Flagstaff, Ariz.	693,030
27	25	Kansas City	677,060
28	24	San Diego	675,950
29	28	Milwaukee	668,330
30	30	Nashville, Bowling Green, Ky.	658,760
31	29	Buffalo, N.Y.	610,840
32	33	Charlotte, N.C.	598,850
33	32	Providence, R.I.	592,880
34	38	New Orleans	576,490
35	41	Orlando-Daytona Beach, Fla.	574,460
36	34	Columbus, Ohio	565,200
37	35	Memphis	562,250
38	37	Greenville-Spartanburg, S.C.-Asheville, N.C.	558,550
39	39	Grand Rapids-Kalmzoo-B. Crk, Mich.	553,300
40	36	Birmingham, Anniston, Ala.	552,360
41	40	Oklahoma City	518,450
42	42	Louisville, Ky.	518,410
43	44	Salt Lake City	506,440
44	43	Raleigh-Durham, N.C.	498,280
45	46	San Antonio, Tex.	491,510
46	49	Charleston-Huntington, W. Va.	479,960
47	45	Wilkes Barre-Scranton, Pa.	476,200
48	47	Norfolk-Portsmth-Newpt Nws, Va.	472,210
49	48	Dayton, Ohio	466,770
50	50	Harrisburg-Lncstr-Leb-York, Pa.	464,250
51	51	Albany-Schenectady-Troy, N.Y.	457,550
52	52	Syracuse, Elmira, N.Y.	441,520
53	54	Greensboro-H. Point-W. Salem, N.C.	439,580
54	53	Flint-Saginaw-Bay City, Mich.	424,550
55	55	Richmond-Petrsbg, Charltsvl, Va.	421,910
56	60	Shreveport, La.	417,660
57	57	Little Rock-Pine Bluff, Ark.	415,860
58	56	Tulsa, Okla.	410,570
59	58	Wichita-Hutchinson, Kan.	396,750
60	59	Toledo, Ohio	395,670
61	61	Knoxville, Tenn.	394,570
62	62	Mobile, Ala.-Pensacola, Fla.	373,200
63	65	Jacksonville, Fla.	364,240
64	63	Roanoke-Lynchburg, Va.	357,140
65	64	Fresno (Visalia), Calif.	352,850
66	70	Albuquerque, Farmington, N.M.	341,100
67	66	Green Bay, Wis.	339,500
68	68	Des Moines-Ames, Iowa	334,930

New rank	Old rank	Market	New TV households
69	78	West Palm Beach, Fort Pierce, Fla.	331,220
70	67	Rochester, N.Y.	329,660
71	69	Omaha	326,140
72	71	Spokane, Wash.	322,870
73	62	Davenport, Iowa-R. Island-Moline, Ill.	315,070
74	76	Portland-Poland Spring, Me.	314,700
75	73	Champaign, Sprngfld-Decatur, Ill.	310,860
76	75	Cedar Rapids-Waterloo, Dubuque, Iowa	307,870
77	74	Paducah, Ky.—C. Girardeau, Mo.-Harrbg, Ill.	295,160
78	80	Honolulu	293,500
79	77	Chattanooga, Tenn.	279,270
80	83	Jackson, Miss.	276,870
81	79	Johnstown-Altoona, Pa.	273,700
82	82	South Bend-Elkhart, Ind.	272,820
83	84	Bristol, Va.-Kingsport-Johnson City, Tenn.	268,220
84	81	Springfield, Mo.	261,910
85	85	Lincoln-Hstngs-Krny, Neb.	252,060
86	86	Lexington, Ky.	246,760
87	88	Evansville, Ind.	240,180
88	96	Tucson (Nogales), Ariz.	238,970
89	89	Huntsville-Decatur, Florence, Ala.	234,470
90	100	Austin, Tex.	234,030
91	90	Greenville-N. Bern-Washington, N.C.	231,670
92	91	Youngstown, Ohio	231,520
93	97	Baton Rouge	228,540
94	87	Springfield-Holyoke, Mass.	225,790
95	98	Columbia, S.C.	224,800
96	92	Burlington, Vt.-Plattsburgh, N.Y.	220,080
97	93	Peoria, Ill.	216,900
98	95	Sioux Falls (Mitchell), S.D.	211,880
99	94	Lansing, Mich.	209,380
100	101	Fort Wayne, Ind.	207,430
101	99	Fargo-Valley City, N.D.	202,570
102	103	Waco-Temple, Tex.	201,850
103	105	Colorado Springs-Pueblo, Colo.	196,920
104	104	El Paso, Tex.	194,810
105	102	Madison, Wis.	193,660
106	110	Augusta, Ga.	191,700
107	123	Las Vegas	184,070
108	106	Wheeling, W. Va.-Steubenville, Ohio	183,330
109	107	Rockford, Ill.	182,870
110	114	Monroe, La.-El Dorado, Ark.	177,850
111	108	Montgomery, Ala.	177,650
112	116	Savannah, Ga.	177,350
113	122	Charleston, S.C.	174,590
114	121	Monterey-Salinas, Calif.	174,150
115	118	Lafayette, La.	173,360
116	120	Columbus, Ga.	171,260
117	109	Duluth, Minn.-Superior, Wis.	170,490
118	113	Terre Haute, Ind.	170,410
119	117	Amarillo, Tex.	167,180
120	115	Santa Barbara-Santa Maria, Calif.	166,800
121	112	Joplin, Mo.-Pittsburg, Kan.	165,640
122	126	Yakima, Wash.	162,080
123	125	Eugene, Ore.	160,370
124	111	Wichita Falls-Lawton, Kan.	159,440
125	128	Fort Myers, Fla.	157,730
126	119	Binghamton, N.Y.	157,230
127	124	Beaumont-Port Arthur, Tex.	155,730
128	131	Wilmington, Del.	151,710
129	127	Sioux City, Iowa	150,910
130	130	Columbia-Jefferson City, Mo.	50,240
131	135	Corpus Christi, Tex.	149,290
132	129	Lubbock, Tex.	147,000
133	132	La Crosse-Eau Claire, Wis.	146,560
134	143	Harlingen-Weslaco, Tex.	144,790
135	139	Erie, Pa.	144,740
136	138	Reno	144,680
137	134	Traverse City-Cadillac, Mich.	142,960
138	137	Macon, Ga.	142,330
139	136	Columbus-Tupelo, Miss.	141,920
140	142	Tallahassee, Fla.-Thomasville, Ga.	141,670
141	133	Mason City, Iowa-Austin-Rochester, Minn.	141,440
142	144	Boise, Idaho	136,140
143	141	Minot-Bismarck-Dickinson, N.D.	131,180
144	140	Chico-Redding, Calif.	130,120
145	145	Wausau, Wis.	129,330
146	148	Beckley-Bluefield-Oak Hill, W. Va.	128,140
147	147	Fort Smith, Ark.	124,450
148	154	Bakersfield, Calif.	121,390
149	149	Quincy, Ill.-Hannibal, Mo. Keokuk, Iowa	121,290
150	152	Odessa-Midland-Monahans, Tex.	119,950
151	151	Albany, Ga.	119,400
152	150	Bangor, Me.	118,040
153	146	Topeka, Kan.	117,880
154	153	Medford-Klamath Falls, Ore.	110,160
155	155	Hagerstown, Md.	108,460
156	157	Abilene-Sweetwater, Tex.	99,430
157	156	Utica, N.Y.	97,110
158	159	Florence, S.C.	96,120
159	163	Tyler, Tex.	91,630
160	160	Rapid City, S.D.	89,500
161	158	Dothan, Ala.	89,130
162	161	Idaho Falls-Pocatello, Idaho	87,900
163	162	Alexandria, Minn.	84,950
164	164	Hattiesburg-Laurel, Miss.	80,550
165	171	Alexandria, La.	79,100
166	166	Salisbury, Md.	76,950
167	165	Clarksburg-Weston, W. Va.	73,580
168	172	Lake Charles, La.	69,480
169	167	Billings, Mont.	68,890
170	173	Meridian, Miss.	68,290
171	180	Gainesville, Fla.	66,500
172	177	Panama City, Fla.	64,730
173	170	Ada-Ardmore, Okla.	64,560
174	169	Jonesboro, Ark.	
175	168	Great Falls, Mont.	63,710
176	176	Missoula, Mont.	63,360
177	174	Watertown, N.Y.	61,280
178	175	Butte, Mont.	60,250
179	178	St. Joseph, Mo.	59,840
180	179	Cheyenne, Wyo.-Scottsblf, Neb.-Sterling, Colo.	59,520
181	183	Yuma-El Centro, Ariz.	56,910
182	184	Parkersburg, W. Va.	56,300
183	182	Mankato, Minn.	55,830
184	188	Biloxi-Gulfport, Miss.	55,380
185	186	Casper-Riverton, Wis.	55,140
186	185	Eureka, Calif.	53,650
187	181	Marquette, Mich.	53,110
188	187	Roswell, N.M.	51,270
189	189	Grand Junction-Montrose, Colo.	48,820
190	190	Ottumwa, Iowa-Kirksville, Mo.	43,350
191	191	Greenwood, Miss.	42,920
192	192	Jackson, Tenn.	42,090
193	193	Lima, Ohio	39,140
194	194	San Angelo, Tex.	33,740
195	195	Harrisonburg, Va.	30,900
196	197	Zanesville, Ohio	29,440
197	196	Presque Isle, Me.	29,310
198	198	Twin Falls, Idaho	29,250
199	199	Laredo, Tex.	27,650
200	200	Rhinelander, Wis.	18,020
201	201	North Platte, Neb.	15,260
202	202	Alpena, Mich.	11,240
203	203	Glendive, Mont.	4,890

S&P downgrades RCA stock

Commercial paper goes from A-1 to A-2 and senior debt drops to BBB from A; CIT Financial, NBC plus development of videodisk seen as drop cause

In an embarrassing move for RCA Corp., Standard & Poor's Corp. has lowered RCA's ratings on preferred stock and commercial paper. Beyond chagrin, the effect of the move is to make it more expensive for RCA to borrow money. However, the downgrading of RCA's ratings wasn't all that drastic. For example, RCA commercial paper was set at A-2, down from A-1; senior debt was notched down from single A to triple B plus.

Part of the rationale S&P used in making its decision was the "low profitability" of NBC, RCA's broadcasting arm, as well as reduced profits of its television manufacturing and records operations, the ratings organization said. Coupled with RCA's development expenditures for videodisk operations, the lower profits have produced a "weakened return on permanent capital over the last several years," S&P said, and S&P doesn't see the company returning to "satisfactory levels of profitability and cash flow" soon.

RCA, noting disappointment with the new ratings, said it believed the downgrade "doesn't fully recognize the future earnings and cash-flow potential" of investments in research, videodisks and communications satellites. And the company maintained that all its businesses "represent opportunities for growth and profitability."

With much of the attention generated by the news focused on NBC, some analysts who follow the company nevertheless attribute a heavier burden to RCA's purchase of CIT Financial Corp. (S&P itself noted that the CIT acquisition contributed to an increase in RCA's debt leverage.) RCA's current debt to equity ratio is 39%, 42% if short-term borrowings are included, while the higher grade of S&P ratings RCA had enjoyed require a 35% or lower ratio. The conclusion of one observer is that S&P pulled the ratings because "RCA couldn't convince them those ratios would be restored."

RCA initially shifted the ratios by incurring the debt used to finance the CIT purchase, then exacerbated the situation by borrowing short, in the erroneous expectation that interest rates would drop. Where in the past NBC and Hertz would have been looked upon to generate the cash flow necessary to RCA's fiscal health, over the last several years a variety of factors have depressed those subsidiaries' returns, with NBC particularly hard hit by the Olympics write-off last year.

Interest rates and the magnitude of expenditures for videodisk development are seen as the pivotal issues now for RCA.

mission should emphasize that children are "uniquely vulnerable" to TV ads; that the FTC will pursue a "rigorous, case-by-case" examination of children's TV ads and that the FTC is concerned about particular children's advertising practices and encourages advertisers to: advertise only one product in each commercial; avoid use of real or animated program characters or heroes to sell products; present food products in a way that reinforces sound principles of nutrition and dental health; disclose information about the use or consequences of consumption of a product within a commercial.

Another record for TV viewing

TVB figures show May to be 12th record-setting month for viewers of network prime time

TV viewing, TV households and prime-time TV network audiences are running at record high levels, the Television Bureau of Advertising reported last week in an analysis of A.C. Nielsen Co. data.

Television viewing in May averaged six hours 19 minutes per TV home per day—a record for May and the 12th consecutive month in which the monthly averages reached record proportions. For the first five months of 1981, TVB added, the average was seven hours one minute per home per day, or seven minutes more than in the same period of 1980.

Prime-time network audiences in the first quarter of 1981, TVB said, averaged 44.6 million households per minute, another record. And Nielsen's updated estimates put total TV households at 79.9 million as of Jan. 1, a gain of 2.1 million over Nielsen's previous estimate (BROADCASTING, June 1).

What it all means, said TVB President Roger Rice, is that "advertisers investing in commercial television have been enjoying a sizable audience bonus and lower costs-per-thousand than previously realized," and that "commercial television is being watched by more people than ever before."

Month-by-month hours of TV usage per television home per day are shown in the following table, based on Nielsen data:

	1975	*1976*	*1977*	*1978*	*1979*	*1980*	*1981*
Jan.	7:04	6:59	7:16	7:08	7:20	7:18	**7:35**
Feb.	6:55	6:49	6:55	7:00	7:11	7:22	**7:23**
March	6:31	6:35	6:32	6:36	6:41	7:05	**7:07**
April	6:20	6:11	6:05	6:05	6:26	6:38	**6:44**
May	5:39	5:52	5:32	5:46	5:53	6:07	**6:19**
June	5:31	5:36	5:24	5:28	5:50	**5:55**	
July	5:12	5:33	5:13	5:32	5:46	**5:48**	
Aug.	5:16	5:44	5:35	5:42	5:55	**6:00**	
Sept.	5:55	6:03	5:55	6:09	**6:16**	**6:16**	
Oct.	6:04	6:28	6:12	6:25	6:32	**6:40**	
Nov.	6:26	6:49	6:30	6:44	6:56	**7:02**	
Dec.	6:36	6:52	6:46	6:51	6:53	**7:05**	
Yearly average	6:07	6:18	6:10	6:17	6:28	**6:36**	
Year-to- date	6:30	6:29	6:28	6:31	6:42	6:54	**7:01**

Bold faced numbers indicate all time high.

Entertainment analysts find cable mom-pop days are gone; big bucks rule the day

United, Cox, Oak, Times Mirror, TCI heard from at special sessions during NCTA convention

Cable industry executives painted a rosy financial picture for a group of securities analysts during separate meetings held before, during, and after the National Cable Television Association convention in Los Angeles. Most of the analysts are based in New York and used the convention as an opportunity to question corporation executives in person about their present activities and future goals for their companies.

"If this year's NCTA meeting has made one thing clear, it's that cable television is no longer a 'mom-and-pop' operation," reflected one analyst. "The future of this industry lies irrevocably in the hands of those who can afford to take big chances, invest big money and be a part of big business."

In a Friday morning session, the president and chief executive officer of United Cable Television Corp., Gene Schneider, predicted that the industry's "capital investment will grow tremendously in the next five years, as cable will become the basis for new communications technologies."

United Cable, based in Denver, is the 11th largest MSO in the country, with 400,000 basic and 280,000 pay subscribers. According to Schneider, the company will have about a million subscribers when its current franchises are fully wired, and another two million signed when the next phase of its development program is completed. Its capital expansion budget has grown from $29 million in 1980, to $60 million for both 1981 and 1982. Schneider sees a rapidly growing interest in premium or pay services, with 70% of United's customers now taking at least one such service compared with 45% in 1980.

"We are constantly searching for acquisition candidates," said Schneider, reminding analysts that the top 50 cable companies account for about 70% of all basic subscribers. He admitted that United's rapid capital expansion program "is a significant depressant on earnings at the present time." The firm's largest development project, in Denver's suburbs, has already cost more than $15 million. Asked if he feared his own company, limited to the cable industry, might be swallowed up by a more diversified corporation, Schneider replied: "We have plenty of money to do all the things we want to do and need to do. We don't need to sell out to get equity." For the present, he said, United Cable will concentrate on obtaining new franchises in promising suburban areas. Schneider said the company is not counting on revenue from new cable-based security and data-transfer services during the next five years, because "we just don't know how they will develop." Instead, United will experiment with pay-per-view capabilities using addressable boxes and other delivery vehicles.

Schneider also cited a growing problem of high switchover rates among premium subscribers, apparently caused by the viewers' perceived lack of distinction among many pay cable services. That problem was brought up again Thursday night, when CBS Cable executives told analysts of the pains CBS is taking to create a "class channel" identity for the new offering, which will debut Oct. 12. CBS Cable President Richard Cox emphasized that 60% of the service's programing will be original productions commissioned by CBS. This in apparent reference to the cable ventures of ABC and NBC's parent RCA, which are relying heavily on European programing. Cox estimated an hourly budget of up to $400,000 for original CBS Cable programing.

During a Friday luncheon session, Robert Wright, president of Cox Cable, described his company's "major commitment to interactive services" involving the Indax system, developed in association with Oak Communications. The two-way system relies on Oak's Dimension 2 addressable box to provide home shopping, security, videotext, home banking, pay-per-view and informational capabilities. In San Diego, where a pilot program using Indax began last month, Wright predicted that 20% of subscribers will choose to buy into the interactive system within the next few years. He said that subscribers in the Cox Omaha franchise will be able to acquire the Indax service for $4 per month beginning in September or October.

"In the long term," estimated Wright, "the best case will be 40% subscriber penetration for the Indax system." He stressed that much research needs to be conducted before all the technical and

Ratings Roundup

With the May "sweeps" over and much of the prime-time focus from the network executive suites already on next-season programing, more than 80% of the ABC-TV, CBS-TV and NBC-TV combined lineup was repeats for the week ended June 7.

And overall, the shows did little to draw more than the mediocre ratings and shares that are par for the course at this time of year. Winning CBS scored a 14.2 rating and 26 share; second-place NBC came in with a 13.9/26 and ABC was third with a 13.6/26.

Only five shows, CBS's *M*A*S*H*, *House Calls* and *Lou Grant* and NBC's *Detour to Terror* movie and *Diff'rent Strokes*—all reruns—earned a 20 rating or better.

During the week, ABC came in with the lowest average but won the most nights: Tuesday, Thursday and Friday; CBS took Monday and Thursday, and NBC won Wednesday and Sunday.

The week's best nightly performance came from CBS on Monday when *WKRP in Cincinnati*, *Tim Conway Show*, *M*A*S*H*, *House Calls* and *Lou Grant* together brought in a 19.1/33 rating. NBC had the worst showing, with Friday's *Harper Valley*, *Sanford* and movie, *Side Show*, only worth a 9.3/19.

Elsewhere in the ratings, ABC continued to bomb out with its rerun episodes of the *Roots: The Next Generations* mini-series, with Sunday's two-hour program (7.5/15) tying for lowest rating in the week with CBS's Tuesday *Palmerstown* episode (7.5/13) among the week's 63 shows. An original *Barbara Walters Special* on Tuesday gave ABC an 18.0/30, but the annual *Tony Awards* special on Sunday earned CBS only a 14.4/25.

The First 20

1.	*M*A*S*H* (R)	CBS	23.9/39
2.	*House Calls* (R)	CBS	22.4/36
3.	*Lou Grant* (R)	CBS	20.7/36
4.	"Detour to Terror" (movie) (R)	NBC	20.7/35
5.	*Diff'rent Strokes* (R)	NBC	20.3/36
6.	*Three's Company* (R)	ABC	19.6/32
7.	*Facts of Life* (R)	NBC	19.4/34
8.	*60 Minutes* (R)	CBS	19.1/41
9.	*20/20*	ABC	18.9/32
10.	*Laverne & Shirley* (R)	ABC	18.8/32
11.	*Too Close for Comfort* (R)	ABC	18.4/29
12.	*Real People* (R)	NBC	18.0/35
13.	*Happy Days* (R)	ABC	18.0/32
14.	*Barbara Walters Special*	ABC	18.0/30
15.	First You Cry (movie) (R)	CBS	18.0/29
16.	*Taxi*	ABC	17.9/31
17.	*Dukes of Hazzard* (R)	CBS	17.9/36
18.	*Barney Miller* (R)	ABC	16.9/31
19.	*CHiPs* (R)	NBC	16.5/32
20.	*Quincy, M.E.* (R)	NBC	16.5/30

The Final Five

59.	*American Dream* (special) (R)	ABC	9.1/16
60.	*White Shadow* (R)	CBS	8.0/15
61.	*Sanford*	NBC	7.9/17
62.	*Roots: The Next Generations* (mini-series) (R)	ABC	7.5/15
63.	*Palmerstown* (R)	CBS	7.5/13

R indicated repeat.

risen 78% since 1978. She added that the greatest increase in viewership was among persons with less than a high school education (64%) and incomes less than $10,000 a year (48%). An information sheet distributed at the meeting indicated that the average prime-time PBS program is seen by about 2% of all TV households, although some specials have been viewed by as many as 16%.

The growth of PTV-2, the network's service for target audiences such as ethnic minorities, was detailed by senior vice president Wayne Godwin. Godwin attributed much of PBS's growing acceptance by minorities (up 19% since 1979) to special-event coverage for blacks and Latinos, Spanish-language commentary for special news programs, and minority-oriented dramatic programing.

Among young viewers, PBS is also becoming more popular, according to PTV-3 senior vice president William Reed. The PTV-3 service is responsible for educational programing, including instructional and children's fare. Reed said the number of children watching at least one PBS program on a regular basis grew from 11.7 million to 14.5 million during the past two years.

Major program announcements included "a nationwide program service for adults who want to continue their education after finishing high school." The first-ever program series, coordinated by PBS, involves more than 100 of the 292 member stations and an estimated 500 universities and colleges. Drawing on such previous PBS offerings as *Cosmos*, *The American Story* and Shakespeare's plays, the participating schools offer course credit that can be applied toward a degree. Target audience for the programs are the 58 million Americans over age 25 who don't have college degrees and are not enrolled in college.

Also showcased for the assembled critics was *Playhouse*, a new weekly series of dramatic, musical and comedic productions premiering next January over PBS. The 25-week series "is a cooperative drama venture designed to combine the best of original American production and programing from abroad," said *Playhouse* executive director David M. Davis. Budget for the project is $13.6 million, provided by several grant-making bodies in the public television arena.

The Century Plaza hotel is the site for all four press tours this month. After PBS's two-day gathering ended last Wednesday, CBS took over from Thursday (June 11) through Saturday (June 13). Yesterday was a Television Critics' Association session during which the group's own business was conducted, along with two panel discussions, concerning television reform and women in television. ABC's activities begin today and will run through Thursday. NBC will wind up the tour Friday through Monday (June 19-22). Each of the networks is screening pilots of the fall's new shows for the visiting press, providing interview opportunities and offering assessments of the industry's direction.

Al Rush

Herman Rush

Rushes move at Columbia, MCA

Both organizations reorganize TV divisions; Al Rush heads MCA Television Group; Columbia's Herman Rush gets syndication added to his president's duties

Both MCA and Columbia, in separate moves, have reorganized their television executive ranks—each putting a man named Rush in charge.

At MCA, Al Rush was named president of a newly created MCA Television Group, encompassing Universal Television (first-run network production); MCA TV (off-network syndication); MCA Television Ltd. (Canadian distribution); MCA TV International (distribution) and MCA TV Enterprises (first-run syndication). Rush, a corporate vice president, had been president of the Enterprises division.

In another MCA executive shift, Robert Harris, senior vice president, Universal Television, was promoted to president there, succeeding Don Sipes who now is said to be working in an executive capacity with other MCA Inc. divisions.

At Columbia Pictures Television, Herman Rush, president, has had his responsibilities increased to include syndication sales. Previously he had handled production and network sales but now Henry Gillespie, president of CPT Distribution, reports to him as well. Columbia said Gillespie's "sales operations will continue intact."

Al Rush and Herman Rush are not related.

Davis buys Fox for $720 million

Oil magnate's bid of $60 per share plus stock in UTV is approved by stockholders

Effective at a minute past midnight last Friday, 20th Century-Fox was to become a privately owned company. There were virtually no surprises last Monday (June 8) when the corporation's stockholders approved by a 79% majority vote two proposals that turned the publicly held firm over to a new private entity controlled by oil industry millionaire Marvin Davis after the spin-off of the company's television subsidiary to 20th Century-Fox effective July 20 (By Erratum; BC Doc. 80-250) Action May 19.

- East St. Louis, Ill.—Assigned UHF-TV ch. 46 to East St. Louis as its first TV assignment, effective July 20 (BC Doc. 80-658) Action May 19.
- Greenville, Ill.—Dismissed petition by Charles Cutler proposing assignment of 101.7 mhz to Greenville (BC Doc. No. 80-318) Action May 19.
- Paintsville, Ky.—Assigned UHF-TV ch. 69 to Paintsville as its first TV assignment, effective July 20 (BC Doc. 80-568) Action May 19.
- Seneca, Kan.—Assigned 92.1 mhz to Seneca as its first FM assignment, effective July 20 (BC Doc. 80-319) Action May 19.
- Smith Center, Kan.—Dismissed petition by Ernest McRae and Jerry J. Venable proposing assignment of 94.1 mhz to Smith Center as its first FM assignment (BC Doc. 80-518) Action May 19.
- Rayville, La.—In response to petition by North Louisiana Broadcast Enterprise proposed assigning 92.1 mhz to Rayville as its first FM assignment, comments due July 20, replies August 10 (BC Doc. 81-346) Action May 19.
- Glenwood, Minn.—In response to petition by Dove Broadcasting Inc. proposed assigning 99.3 mhz to Glenwood as its first FM assignment, comments due July 20, replies August 10 (BC Doc. 81-347) Action May 19.
- Piedmont, Mo.—Assigned 104.9 mhz to Piedmont as its first FM assignment, effective July 20 (BC Doc. 80-317). Action May 19.
- Irmo, S.C.—Assigned 102.3 mhz to Irmo as its first FM assignment, effective July 20 (BC Doc. 80-514) Action May 19.
- Rio Grande City, Tex.—Assigned UHF-TV ch. 40 to Rio Grande as its first commercial TV assignment, effective July 20 (BC Doc. 80-608). Action May 19.
- Smithfield, Utah—Assigned 103.9 mhz to Smithfield as its first FM assignment, effective July 20 (BC Doc. 80-449) Action May 19.

Earth Stations

Applications

- Simco Cable TV Inc. for MaGee, Miss. (4.6m; S-A; E3251).
- Oconee Cablevision Inc. for Milan, Ga. (5m; Gardiner; E3265).
- Blue River Cablevision Inc. for Edinburgh, Ind. (5m; S-A; E3266).
- Continuing Objectives Inc. for Beckly, W. Va. (4.6m; S-A; E3267).
- Arthur Weeden for Clyde Hill, Wash. (4.5m; S-A; E3268).
- Multimedia Broadcasting Corp. for Cincinnati, Ohio (8.8m; Harris; E3269).
- Kip-Lee CATV Inc. for Laporte, Tex. (5m; S-A; E3270).
- Sandoval County Cable for Rio Rancho, N.M. (5m; S-A; E3271).
- Monmouth Cablevision Associates for Freehold, N.J. (5m; S-A; E3272).
- Tele-Media Corp. of Lake Erie for Geneva, Ohio (7m; unknown; E3273).
- Tele-Ponce Corp. for Ponce, P.R. (10m; S-A; E3274).
- Fisher Broadcasting Inc. for Portland, Ore. (10m; S-A; E3275).
- Fisher Broadcasting Inc. for Vashon Island, Wash. (10m; E3276).
- Community Tele-Communications Inc. for Republic, Mo. (4.6m; S-A; E3277).
- Community Tele-Communications Inc. for Montrose, Colo. (5m; S-A; E3278).
- Texcom Inc. for Refugio, Tex. (4.6m; S-A; E3279).
- Island Cable Co. for Logan Beach, N.J. (5m; S-A; E3281).
- Community Tele-Communications Inc. for Brush, Colo. (4.6m; S-A; E3281).
- Community Tele-Communications Inc. for Mountain Grove, Mo. (4.6m; S-A; E3282).
- Schenectady Cablevision Inc. for Schenectady, N.Y. (5m; S-A; E3283).
- Warner Amex Cable Communications Inc. for Harrisonburg, Va. (4.6m; S-A; E3284).
- Warner Amex Cable Communications Inc. for Broadway, Va. (4.6m; S-A; E3285).
- Butler Cablevision Inc. for Butler, Mo. (5m; Hughes; E3286).
- Communications Services Inc. for Lake Charles, La. (4.5m; Andrew; KD40).
- Quincy Cable TV Inc. for Quincy, Wash. (4.5m; Andrew; KG81).
- Hill Country Cablevision Inc. for Kerrville, Tex. (6m; Harris; KG93).
- L-W Communications Systems Inc. for Luther Ranch, Tex. (6m; USTC; KH56).
- Teleprompter Corp. for Anna Marie Island, Fla. (6m; Harris; WG93).
- Jone Intercable TV Fund for North Myrtle Beach, S.C. (6m; RF Systems; WG53).
- Sammons Communications Inc. for McComb, Miss. (4.5m; S-A; WH58).
- Comcast Corp. for Aberdeen, Md. (5m; S-A; WH58).
- Telecable of Bloomington-Normal Corp. for Normal, Ill. (5m; S-A; WH60).
- Teleprompter Corp. for Holly Hill, Fla. (6m; Harris; WJ30).
- Teleprompter Corp. for Deland, Fla. (6m; Harris; WJ31).
- Taos Cable Television Co. for Angel Fire, N.M. (4.6m; S-A; E3249).
- Satellite Cable TV Corp. for Jackson, S.C. (4.6m; S-A; E3250).
- Lloyd's TV and Cable Co. for McGregor, Iowa (5m; H-R; E3252).
- Teleco Indiana Inc. for Traflagar, Ind. (8.8m; Harris; E3253).
- Sunbeam Television Corp. for Miami, Fla. (10m; S-A; E3254).
- American Cablevision of Carolina Inc. for Dunn, N.C. (7m; AFC; E3255).
- American Television and Communications Corp. for Monroe, La. (6m; Hughes; E3256).
- Iowa Beef Processors Inc. for Chalk Mound, Kan. (4.6m; S-A; E3257).
- Sevierville Cable Communications for Sevierville, Tenn. (5m; Microdyne; E3258).
- Verto Corp. for Swoyersville, Pa. (5m; S-A; E3259).
- Viacom International for San Ramon, Calif. (5m; S-A; E3260).
- Liberty Communications Inc. for Harrisburg, Ore. (5m; S-A; E3261).
- Liberty Communications Inc. for Portland, Ore. (5m; S-A; E3262).
- Crilling Information Service for Houston (4.6m; S-A; E3263).
- Eastern Pennsylvania Relay Stations Inc. for East Cameron township, Pa. (4.6m; S-A; E3264).
- Total Cable TV of Fowler Inc. for Fowler, Ind. (4.6m; S-A; E3236).
- Arkansas Cable Television Inc. for Jacksonville, Ark. (5m; S-A; E3236).
- Desert Hot Springs Cablevision Inc. for Desert Hot Springs, Calif. (5m; S-A; E3238).
- Telecable Inc. for Lake Odessa, Mich. (5.6m; E3239).
- Equatorial Communication Services for Sunnyvale, Calif. (1.2m; unknown; E3240).
- Jones Intercable Cable TV fund for Sulphur, La. (5m; AFC; KX97).
- Jones Intercable TV Fund for Panama City Beach, Fla. (4.3m; AFC).

Grants

- Netarts Cable TV Inc. for Netarts, Ore. (E3073).
- Cablevision of Plattsmouth Inc. for Plattsmouth, Neb. (E3076).
- Douglas Communications of West Tennessee Inc. for Jackson, Tenn. (WD96).
- Oneida Cablevision for Oneida, N.Y. (WJ38).
- Fredonia Cablevision for Fredonia, N.Y. (WZ52).

Call Letters

Applications

Call	Sought by
	New FM's
WNPR	Connecticut Educational Telecommunications Corp., Norwich, Conn.
KCCU	Columbus FM-98 Inc., Columbus, Kan.
KQMO	Hampro Wireless, Brookfield, Mo.
KYOC	Jim T. Payne, Yoakum, Tex.
	Existing AM
WWHY	WKSD Huntington, W. Va.
	Existing FM's
WLRX	WPRC-FM Lincoln, Ill.
WBEY	WAQA Grasonville, Md.

Grants

Call	Assigned to
	Existing AM's
WPIK	WTCB Flomaton, Ala.
KUKQ	KKKQ Tempe, Ariz.
WKGC	WGNE Panama City, Fla.
WVGB	WSIB Beaufort, S.C.
WNLR	WABH Churchville, Va.
	Existing FM's
KCRI-FM	KZRI Helena, Ark.
KYKZ	KSNS Lake Charles, La.
WYRK	WADV Buffalo, N.Y.
WKGL	WALL-FM Middletown, N.Y.
WCMX-FM	KKIC Ashland, Ore.
WJYR	WXTL Myrtle Beach, S.C.
KLYN	KLYN-FM Lynden, Wash.

Summary of broadcasting

FCC tabulations as of April 31, 1981

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,608	3	1	4,612	117	4,729
Commercial FM	3,313	2	0	3,315	151	3,466
Educational FM	1,101	0	0	1,101	69	1,170
Total Radio	9,022	5	1	9,028	337	9,365
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	97	336
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,019	4	7	1,030	126	1,156
FM Translators	354	0	0	354	220	574
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,396	0	0	1,396	492	188

**Special temporary authorization*

***Includes off-air licenses*

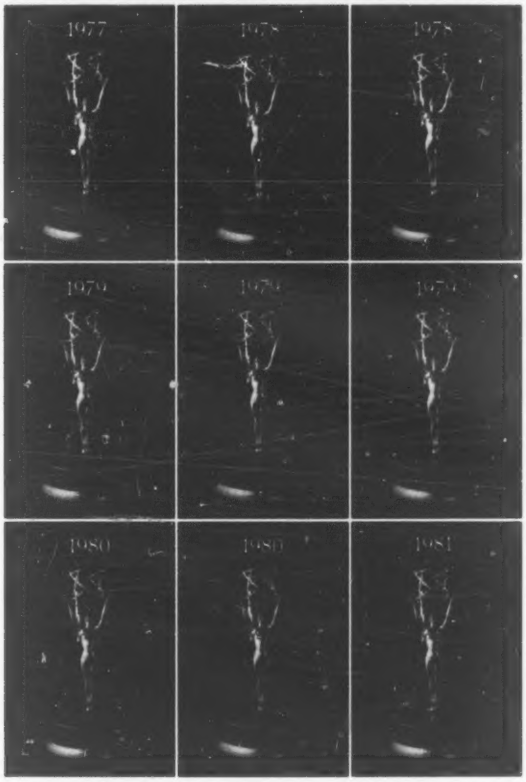
Showdown shapes up on TV sex and violence
Fowler FCC jumps into deregulation

Broadcasting Jun 22

The News Magazine of the Fifth Estate ☐ Vol. 100 No. 25 Our 50th Year ☐ 1981

7/13/81 C 1750-1

WE'D LIKE TO SHOW YOU SOME HIGHLIGHTS FROM THE PAST FIVE SEASONS.



When you produce a daily show year after year there are bound to be things you grow tired of. But having your hard work and dedication recognized by the industry makes it all worthwhile.

This year, the Donahue Show is proud to have won a Daytime Emmy for the Outstanding Talk or Service Series: Richard Mincer, Executive Producer; Patricia McMillen, Senior Producer; Darlene Hayes and Sheri Singer, Producers.

DONAHUE

multimedia
Multimedia Program Productions Inc. 140 W. Ninth Street Cincinnati OH 45202

The First 50 Years Of Broadcasting
1966
☐
PAGE 59

Broadcasting Jun22

The Week in Brief

TOP OF THE WEEK

EMBITTERMENT OVER BETTERMENT ☐ Controversy erupts over Coalition for Better TV's motives and methods. **PAGE 19.** Separate ABC and NBC studies question movement's support and boycott effectiveness. **PAGE 20.** P&G's Butler fuels issue with explanation of how TV's biggest customer is reacting. **PAGE 21.**

FOWLER'S CAREFUL APPROACH ☐ New FCC chairman won't be pinned down to specifics but minces no words about his objectives. **PAGE 22.**

COWLES WINS AGAIN ☐ WESH-TV Daytona Beach, Fla., gets another renewal in 12-year-old case. **PAGE 24.**

RETALIATION MOVE ☐ Senate signals State Department to cut back UNESCO funds as protest against efforts to license journalists. **PAGE 24.**

LAW & REGULATION

DOOR OPENED ☐ FCC grants petition to let networks into nonbroadcast programing, eliminates first- and second-class operator license requirement, and simplifies broadcast application procedures. **PAGE 30.**

TURNER FIRES TWO SHOTS ☐ Atlanta broadcaster tells copyright subcommittee that end to compulsory licensing would mean doom to superstations. **PAGE 30.** His petition to FCC opposes Westinghouse-Teleprompter merger as first step to cable news network that would unfairly compete with his CNN. **PAGE 34.**

BUSINESS

PRODS FOR SLOW PAYERS ☐ AAAA approves language for new contract forms that are expected to clear up old problems and hasten collections for stations. **PAGE 43.**

RADIO'S SALES VERSATILITY ☐ Medium's prowess in reaching both mass and specialized audiences documented at ANA/RAB workshop in New York. **PAGE 44.**

JOURNALISM

MAKING IT FORMAL ☐ White House press office's interim operations officially reorganized in Brady's absence, with Gergen and Speakes in new duties. **PAGE 49.**

TECHNOLOGY

HELP FOR AM'S ☐ FCC consultants have almost completed project that will establish standard directional antenna patterns. **PAGE 55.**

BORDER HOPSCOTCHING ☐ Regional communications issues discussed at seminar where speakers cite satellite potential to add vast new dimension to exchange of data and other programing. **PAGE 56.**

MEDIA

IT HAPPENED AT THE WALDORF-ASTORIA ☐ Record turnout of nearly 1,100 attend BPA/BDA combined seminar. Sessions range from fundamentals to latest and most sophisticated techniques in promotion and design. **PAGE 58.**

PROGRAMING

RISE IN TV VIOLENCE ☐ Surveillance group makes that charge. It claims NBC is worst offender in prime time and ABC most derelict in children's programs. Cable is also criticized. **PAGE 63.**

DAY OF WHINE AND ROSES ☐ NBC's successful retention of Rose Bowl rights for reported $33 million over three years is denounced by CBS as "panic bidding" that needlessly runs up sports prices. **PAGE 63.**

1966

THE 'BROADCASTING' YEARS ☐ Cable regulation was the dominant issue as the FCC asserted broader authority and sought congressional support. Shocker for CATV operators also came from a U.S. district judge who ruled that cable was liable for copyright payments under existing law. **PAGE 69.**

PROFILE

RESTLESS AND RELENTLESS ☐ The pioneering spirit of the early West has been epitomized in Gene Schneider's adventures in cable since 1953. Today, as president and chief executive officer of United Cable Television Corp., he still looks for new industry frontiers to cross. **PAGE 95.**

Bottom Line............ 44
Business Briefly.......... 8
Changing Hands......... 60
Closed Circuit............ 7
Datebook............... 10
Editorials.............. 98
Fates & Fortunes........ 91
For the Record.......... 73
In Sync................. 55
Intermedia.............. 59
Monday Memo............ 16
Monitor................. 65
News Beat.............. 54
Playback................ 64
Stock Index.............. 48
Washington Watch........ 38

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $30 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertiers ■ Accuracy in Media 14 ☐ American Petroleum Institute 64 ☐ Ampex 11 ☐ Blackburn & Co 60 ☐ Broadcast Electronics 63 ☐ Broadcast Personnel 91 ☐ CBS News 6 ☐ Continental Electronics 65 ☐ Filmways 40-41 ☐ Gabriel Awards 9 ☐ Gold Key 45, 47, 49 ☐ Harris 27, 59, 75 ☐ Ted Hepburn Company 61 ☐ International Tapetronics Corp. 56 ☐ Lotus Reps 54 ☐ Media People 93 ☐ Mobil 18 ☐ Multimedia Program Productions Inc. Front Cover ☐ NEC Back Cover ☐ Paramount 4, 28-29 ☐ Radio Index 62 ☐ Satellite Music Network 36-37 ☐ Sherwood, Hennes & Co. 94 ☐ State Farm Insurance 39 ☐ D. L. Taffner Ltd. 17 ☐ Tandem 50-51, 53 ☐ Viacom Inside Front Cover/Page 3 ☐ WBBM-TV Inside Back Cover ☐ Westwood One 8 ☐ Warner Brothers Television 12-13 ☐ Youngs, Walker & Co. 52

1980's top-100 TV advertisers and expenditures

Annual TVB estimates put total spending at $10 billion mark; Procter & Gamble again biggest spender, General Foods second

Television advertising expenditures in the U.S. in 1980 approached—and probably exceeded—$10 billion, according to estimates released by the Television Bureau of Advertising.

The figures, based on monitoring by Broadcast Advertisers Reports, put total national TV advertising at $7,643,379,100 and local and retail TV advertising at $1,983,405,200. Their total was $9,626,784,300, up 10.7% from comparable figures for 1979.

The estimates are, in fact, minimums, since the national and regional spot and local/retail components are based on monitoring in 75 of the country's 200-plus markets. The 75 are leading markets, however, and represent about 83% of total U.S. spot and local dollars as reported by the FCC. On that basis, the TVB/BAR figures would project to about $10.5 billion for the country for the entire year.

The TVB figures encompassed (1) local/retail advertising by product category for 1980 and 1979, being released for the first time; (2) similar category estimates for national TV advertising, combining national spot figures that had been released previously (BROADCASTING, April 27) and network estimates that had not been, and (3) a new list of the top 100 TV advertisers ranked according to total expenditures in national spot and network.

All of the spot and local estimates, TVB said, have been adjusted to approximate the levels of spending reflected in FCC reports for the 75 BAR-monitored markets (BROADCASTING, April 27). Thus the 1980 and 1979 estimates are comparable with each other but not with estimates for prior years.

The top 100 TV users in 1980 spent $5,619,006,800 in network and spot, a 10.99% increase from 1979. They put $3,980,108,400 into network, a gain of 10.46%, and $1,638,898,400 into spot, a gain of 12.28%.

Procter & Gamble, as usual, was the number-one TV spender by a wide margin, investing $486,310,200 for a 14.78% increase over 1979. P&G increased its network spending by 24.67%, reaching $361,066,700, but cut spot investments by 6.6% to $125,243,500. General Foods ranked second with $278,406,400, up about 1%, but increased spot by 6.6% while trimming network about 1%.

TVB said 80 of the top 100 TV advertisers increased their television outlays in 1980. The list included three newcomers: Thomson Medical Co. at $24.6 million, Jeffrey Martin Inc. at $24.3 million and Adolph Coors at $19.2 million.

In local/retail advertising, restaurants and drive-ins formed the largest advertiser category, spending an estimated $287.9 million, or 9% more than in 1979. Food stores ranked second with $148.7 million, up 11%; banks and savings and loan associations were third with $140.9 million, a gain of 1%, and department stores were fourth with $131.2 million, up 11%.

Among the fastest-growing local/retail

	Spot	Network	Total
1. Procter & Gamble	$125,243,500	$361,066,700	$486,310,200
2. General Foods	76,918,000	201,488,400	278,406,400
3. American Home Products	33,369,600	123,911,900	157,281,500
4. Ford	28,146,500	125,701,500	153,848,000
5. Pepsico	55,640,500	88,822,100	144,462,600
6. General Motors	16,881,600	123,498,900	140,380,500
7. General Mills	61,104,300	75,751,000	136,855,300
8. Bristol Myers	18,807,800	106,061,100	124,868,900
9. McDonalds	66,624,800	53,588,300	120,213,100
10. Philip Morris	21,579,300	97,392,200	118,971,500
11. Lever Brothers	34,768,200	74,111,800	108,880,000
12. AT&T	48,314,200	57,388,100	105,702,300
13. Coca Cola	44,055,300	57,897,300	101,952,600
14. Sears, Roebuck	14,651,700	86,951,500	101,603,200
15. Johnson & Johnson	4,769,200	90,471,500	95,240,700
16. Ralston Purina	18,616,200	73,386,200	92,002,400
17. Anheuser-Busch	21,532,100	65,423,500	86,955,600
18. Warner-Lambert	21,323,100	63,167,100	84,490,200
19. Pillsbury	30,163,600	53,254,900	83,418,500
20. Dart & Kraft	30,422,600	48,200,300	78,622,900
21. Kellogg	17,098,400	59,803,200	76,901,600
22. Chrysler	10,405,200	65,289,900	75,695,100
23. Gillette	11,792,900	59,509,700	71,302,600
24. Mars	27,345,800	36,689,200	64,035,000
25. Consolidated Foods	20,032,900	43,293,300	63,326,200
26. Sterling Drug	4,887,600	56,790,400	61,678,000
27. Richardson Merrell	11,740,100	49,885,200	61,625,300
28. Colgate Palmolive	21,437,300	40,096,900	61,534,200
29. Nesfood	22,822,900	35,993,900	58,816,800
30. Quaker Oats	10,551,700	46,653,600	57,205,300
31. Chesebrough Ponds	6,095,800	49,039,300	55,134,100
32. Toyota	30,364,400	22,945,300	53,309,700
33. Nabisco	11,763,600	39,151,400	50,915,000
34. Esmark	8,064,000	41,854,800	49,918,800
35. Beecham Group	5,293,600	43,523,800	48,817,400
36. Clorox	3,995,100	44,490,500	48,485,600
37. Heublein	17,188,800	30,293,000	47,481,800
38. Revlon	21,684,200	25,305,600	46,989,800
39. Wrigley	11,998,500	34,127,600	46,126,100
40. ITT	26,903,400	18,270,100	45,173,500
41. Norton Simon	18,280,700	26,734,000	45,014,700
42. General Electric	7,633,700	32,986,800	40,620,500
43. Warner Communications	9,101,200	31,431,600	40,532,800
44. Schering-Plough	5,117,900	35,242,700	40,360,600
45. Schlitz	15,503,500	24,802,200	40,305,700
46. Bayer	4,630,400	35,073,600	39,704,000
47. Mobil	30,814,800	8,666,400	39,481,200
48. Heinz	14,397,500	24,740,100	39,137,600
49. Morton-Norwich Products	7,038,500	31,190,200	38,228,700
50. Eastman Kodak	3,305,200	34,694,200	37,999,400
51. Time	27,459,800	8,791,600	36,251,400
52. Union Carbide	3,924,700	31,752,800	35,677,500
53. Gulf & Western	12,499,100	22,681,400	35,180,500
54. Greyhound	8,656,000	24,255,100	32,811,100
55. J.C. Penney	13,845,300	18,579,100	32,424,400
56. American Cyanamid	12,902,400	19,293,900	32,196,300
57. Nissan Motor	13,848,000	18,150,000	31,998,000
58. Columbia Pictures	4,685,200	27,121,000	31,806,200
59. American Motors	13,908,000	17,733,900	31,641,900
60. Volkswagen	11,673,600	19,434,700	31,108,300
61. Noxell	2,619,400	28,092,700	30,712,100
62. Polaroid	874,900	29,812,500	30,687,400
63. CPC International	10,971,300	19,211,800	30,183,100
64. Mattel	15,051,500	14,556,600	29,608,100
65. Hershey Foods	8,268,100	21,328,600	29,596,700
66. American Express	10,677,900	18,725,300	29,403,200
67. Squibb	3,642,800	25,439,700	29,082,500
68. A.H. Robins	28,923,200	38,900	28,962,100
69. Kimberly Clark	9,324,700	18,107,000	27,431,700
70. Milton Bradley	16,074,800	10,245,300	26,320,100
71. S.C. Johnson	2,964,000	23,330,900	26,294,900
72. RCA	5,953,000	19,873,800	25,826,800
73. Campbell Soup	9,367,500	16,403,000	25,770,500
74. Pfizer	1,289,100	24,301,700	25,590,800
75. MCA	9,596,300	15,976,800	25,573,100
76. Carnation	2,642,100	22,817,600	25,459,700
77. Smithkline	2,607,800	22,529,100	25,136,900
78. Trans World	10,425,200	14,225,100	24,650,300
*79. Thompson Medical	2,599,000	22,047,900	24,646,900
80. Borden	6,914,200	17,589,000	24,503,200
*81. Jeffrey Martin	10,133,700	14,187,500	24,321,200
82. K Mart	17,855,700	5,060,100	22,915,800
83. Toyo Kogyo	2,418,000	20,335,100	22,753,100
84. Royal Crown Cola	16,595,800	5,663,400	22,259,200
85. Ciba-Geigy	3,479,400	17,840,000	21,319,400
86. E. & J. Gallo	1,573,800	18,970,200	20,544,000
87. Alberto Culver	7,245,400	13,109,200	20,354,600
88. 20th Century-Fox Films	5,946,500	13,950,200	19,896,700
89. Levi Strauss	4,844,900	14,962,400	19,807,300
90. UAL	11,186,600	8,491,000	19,677,600
91. Wendy's International	10,301,900	9,036,400	19,338,300
*92. Adolph Coors	15,927,000	3,259,300	19,186,300
93. Transamerica	6,425,100	12,388,800	18,813,900
94. R.J. Reynolds	7,481,400	11,025,500	18,506,900
95. Beatrice Foods	13,128,800	5,346,100	18,474,900
96. N. American Philips	4,639,400	13,270,000	17,909,400
97. du Pont	2,112,300	15,728,800	17,841,100
98. Exxon	7,677,900	9,891,200	17,569,100
99. Dow Chemical	4,149,700	13,202,500	17,352,200
100. Standard Brands	11,364,500	5,942,100	17,306,600
Total	$1,638,898,400	$3,980,108,400	$5,619,006,800

* New to the top 100 in 1980.

categories were political advertising, up 31.6% to $69.9 million in the 1980 national election year; personal services, up 37.5% to $11.7 million; local media, up 27% to $86.4 million, and apparel stores, up 24% to $79.2 million. TVB noted that most co-op advertising is not reflected in the local/retail estimates because BAR credits it to the manufacturer.

Automotive advertising at the local/retail level declined 12% to $156.3 million, but in network/national spot it increased 8% to $743.1 million.

In total national TV advertising—network plus spot—the biggest categories were food and food products at $1.35 billion, up 9.8% from 1979; toiletries and toilet goods at $988 million, up 17.3%, and proprietary medicines at $523.15 million, up 8.7%.

Much ado about Cable America offering on Wall Street

Sale of $50 million seen as providing low-cost funds in short term for cable construction, with payment on deferred notes coming from system's revenues

Is it an innovative financing proposal or a dangerous precedent? Or is it just plain confusing? Those are different views on Wall Street of a proposed public offering for Cable America Inc. that's being handled by Drexel Burnham Lambert.

Cable America is the United States subsidiary of the privately held Canadian firm, Cablecasting Ltd., and it holds franchises in the Atlanta and Los Angeles areas.

The offering would sell to investors "units" combining $50 million worth of subordinated debentures and convertible deferred payment notes. (At some future point, the two would be separable for independent trading.)

One basic idea of the offering is to allow the seller to hold down the current interest charges on the debentures through the mechanism of the deferred payment note. Proponents say the offering is structured to suit cable operators' need for low-cost funds during the capital intensive construction phase, with the revenues generated by a completed system then able to pay the deferred notes.

In this proposal, the notes accrue value at a set rate, and after a minimum of five years and a maximum of seven, the investor gets the greater of either the accrued value of the notes or 10% of what the company is then worth. (The company would get to choose whether to pay off the latter in cash or equity.) That's supposed to give the investor an "equity-related" cable play, while permitting the company the option of staying private. At this point, the yield on the debenture hasn't been set. The yield on the note's compounding rate hasn't been set either.

The prospectus for the offering can be "confusing," admit its supporters, who note it departs from "more traditional forms." Others in the financial community call the prospectus "a joke" and "a comicbook." One analyst observes that the proposal is causing "glee" in cable financial circles, saying that "if they can sell this, they can sell anything."

That's the basis of the worry some have—while Cablecasting Ltd. and its management are well respected on Wall Street, some fear ventures with less of a track record might follow the same course if this offering succeeds.

And other operators are evidently beginning to consider this type of financing, with Chuck Dolan of Cablevision Systems said to be eyeing such an offering to fund construction of the Boston franchise if he wins it. Warner Amex is the other MSO bidding for that franchise.

And some think success of the Cable America deal is assured—current guessing is that Drexel has already lined up some institutional investors for this package.

Bates tongue lashes station reps for lack of cooperation

For the second time in two years, Ted Bates & Co., New York, criticized national television station representatives last week for not cooperating sufficiently with Bates' media department in the negotiation and placement of spot TV purchases.

Last week's admonition was delivered by Isabel Ziegler, senior vice president and director of spot broadcast buying at Bates, as it had been two years ago. Ziegler covered substantially the same ground as in 1979 (BROADCASTING, June 4, 1979).

Approximately 200 sales and management personnel from representative firms were in attendance to hear Ziegler berate them for not "pitching" their markets; for lacking knowledge of their markets; for not informing buyers about pre-emptions in advance or within a week of their occurence; for misleading the inexperienced buyers who seek information, and for submitting "unrealistic" availabilities.

She injected a personal note: "I cannot tell you the number of times I've heard our location is a problem . . . and many of you make Bates your last stop because it's convenient on your way home." (Bates is located on New York's west side, five or six blocks away from the usual locale of advertising agencies.)

Ziegler stressed that her complaints did not apply to all rep firms, but enough to create a problem. Ziegler invited representatives to arrange an appointment with her if they wanted to offer an explanation or a suggestion. She said she could not take questions during the meeting because the layout of the conference room was not conducive to a discussion.

Bates is a leading spot TV agency, having invested more than $80 million in that medium in 1980.

GALAXY TWO IS...

ONE OF 15 FIRST-RUN SCIENCE FICTION FEATURES FOR TELEVISION. NEW FROM

GOLD KEY ENTERTAINMENT
A DIVISION OF THE VIDTRONICS COMPANY INC
TOWER 53 159 W. 53RD ST. NEW YORK
N.Y. 10019 (212) 486-9116
6922 HOLLYWOOD BLVD. SUITE 321
HOLLYWOOD, CA 90028 (213) 856-8200
696 YONGE ST. SUITE 900 TORONTO
ONTARIO CANADA M4Y 2A7 (416) 967-6141

Stalemates continue in writers', directors' labor disputes

Pay TV chief stumbling block with writers; directors contract set to expire June 30

Representatives of the striking Writers Guild of America last week refused to comply with a request by management spokesman and MCA Chairman Lew Wasserman to take the pay TV issue off the negotiating table "so that the town [Hollywood] can go back to work." Wasserman, in a rare news conference convened at the executive's Universal City headquarters on Monday (June 15), said "the only dispute is profit made from pay TV," and that more than 200 other bargaining issues have been largely resolved. A spokesman for the Writers Guild termed Wasserman's proposal "completely unacceptable."

Talks in the 11-week-old strike broke down June 14, after compromise proposals offered by both sides were rejected. No new talks with the writers were scheduled, and little progress was reported in continuing talks with members of the Directors Guild of America. The DGA's contract with producers expires June 30. Like the writers, DGA negotiators have taken a hard line on the issue of pay TV compensation.

Meanwhile, a survey conducted earlier this month by the Hollywood Film Council, a labor association, found an estimated 50% unemployment rate among members of ancillary unions, ranging from caterers to craftsmen, prop designers to painters. MCA's Wasserman, who represents the industry's largest employer, estimated last week that up to 24,000 workers have been laid off because of the current WGA strike. A DGA strike, said Wasserman, could have a "catastrophic impact" on Hollywood.

SelecTV forms programing unit

SelecTV, operator of STV systems in Milwaukee and Los Angeles, has formed a new, wholly owned subsidiary charged not only with serving the firm's own programing needs but those of the STV industry in general. SelecTV Programing Inc., as the new division is called, will offer a satellite feed of more than 55 feature films a month via Westar I. The service will also develop sports and localized programing, tailored to the needs of individual clients. In addition to its 100,000 subscribers in Milwaukee and Los Angeles, SelecTV provides programing for two STV operations owned by Golden West Broadcasters, five MDS systems owned by STAR Inc., and two units of Southern Satellite Systems.

George V. Stein will move from his position as SelecTV's vice president of marketing and promotion to become president and chief executive officer of the new subsidiary. Bill Mechanic will move from program director to a new post as vice president in charge of programing for the division.

Ratings Roundup

With about 80% of the three network schedules in repeats, the week ended June 14 was far from action-packed in ratings reports, except for a couple of highlights in news and sports.

One big surprise was the success of Sunday night's ***CBS Reports: The Defense of the United States***, the opener of the network's five-part documentary series (see "In Brief"). Instead of scoring the typically low numbers of a documentary, ***Defense*** pulled a 16.2/30, won its time period and ranked 20th among the week's 66 shows.

Elsewhere, ABC Sports was a winner Friday night with its WBC heavyweight championship with Larry Holmes and Leon Spinks earning a sixth-placed 18.6/35. But the same network was a loser with the last pre-strike outing of ***Monday Night Baseball*** (50th place, 11.5/21).

For the entire week, CBS-TV had the best prime-time average, scoring 14.4/27 to ABC-TV's 13.7/26 and NBC-TV's 12.7/24. Although second in the averages, ABC won the most nights: Tuesday, Thursday, Friday and Saturday. CBS took Monday and Sunday. NBC was the victor only on Wednesday.

The First 20

1.	***M*A*S*H*** (R)	CBS	19.8/34
2.	***The Jeffersons*** (R)	CBS	19.3/34
3.	***60 Minutes*** (R)	CBS	19.2/41
4.	***Facts of Life*** (R)	NBC	19.2/33
5.	***Three's Company (R)***	ABC	18.9/34
6.	***WBC Heavyweight Championship*** (special)	ABC	18.6/35
7.	***Diff'rent Strokes*** (R)	NBC	18.3/33
8.	***Alice*** (R)	CBS	18.1/33
9.	***20/20***	ABC	18.1/32
10.	***House Calls*** (R)	CBS	17.9/30
11.	***Too Close for Comfort*** (R)	ABC	17.5/29
12.	***Dallas*** (R)	CBS	17.0/32
13.	***Dukes of Hazzard*** (R)	CBS	16.6/32
14.	***Laverne & Shirley*** (R)	ABC	16.5/32
15.	***Quincy, M.E.*** (R)	NBC	16.5/29
16.	***Love Boat*** (R)	ABC	16.4/34
17.	***The Survival of Dana*** (movie) (R)	CBS	16.4/28
18.	***Lou Grant*** (R)	CBS	16.3/29
19.	***CHiPs*** (R)	NBC	16.2/32
20.	***CBS Reports: The Defense of the United States*** (special)	CBS	16.2/30

The Final Five

62.	***Walking Tall*** (R)	NBC	9.7/20
63.	***Sanford***	NBC	9.4/20
64.	***Lobo*** (R)	NBC	9.3/19
65.	***White Shadow*** (R)	CBS	8.6/18
66.	***Roots: The Next Generations*** (mini-series) (R)	ABC	7.9/16

Services

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass 02138
Phone (617) 876-2810

DOWNTOWN COPY CENTER
FCC Commercial Contractor
AM-FM-TV & NRBA lists—tariff updates-search services-mailing lists, C.B., Amateur, etc.
1114 21st St., N.W.,
Wash., D.C. 20037 202 452-1422

AERONAUTICAL CONSULTANTS
Tower Location Height Studies
FAA Negotiations
JOHN CHEVALIER, JR.
AVIATION SYSTEMS ASSOCIATES, INC.
1650 So Pacific Coast Hwy
Redondo Beach CA 90277
(213) 378 2281

dataworld inc
AM • FM • TV
Translators/Low Power TV
Allocation Studies/Directories
1302 18th St., N.W., Suite 502
Washington, D.C. 20036
(202) 296-4790

SWAGER TOWER CORPORATION
AM/FM/TV/CATV/MICROWAVE
Specialize in Turnkey
Installations Worldwide
30 Yrs Family Owned & Operated
PO Box 656
Fremont, IN 46737
219 495 5165 or
Tlx 23 2666/Swager Frmn

BISHOP CONSTRUCTION & PAINTING COMPANY
Comprehensive Corrosion Control; Structural Replacement & Repair; Coatings and Paints Applied; Nationwide Service
1-304-453-2452
815 Poplar Street
Kenova, WV 25530

DON'T BE A STRANGER
To Broadcasting's 157,000* Readers Display your Professional or Service Card here. It will be seen by the decision making station owners and managers, chief engineers and technicians, applicants for AM FM TV and buyers of broadcasting services.
*1977 Readership Survey showing 4.4 readers per copy

- Coastside Cable TV Inc. for Lincoln, Calif. (CA0858) new signal.
- Abingdon Cable Vision Inc. for Abingdon, Ill. (IL0460) new signal.
- Multimedia Cablevision for Mustang and Moore, both Oklahoma (OK0180, 143) add signal.
- Go Enterprises Inc. for Bolton and Chelsea, both Vermont (VT0131) new signal.
- Cablevision of Contra Costa for San Ramon and Saugus, both California (CA0829, 830) new signal.
- Poughkeepsie Cablevision Inc. for La Grange, Pleasant Valley, Poughkeepsie (town) and Poughkeepsie (city) all New York (NY0220, 221, 222, 223) add signal.
- Capital Cable Inc. for Cedar Park, Tex. (TX0767) new signal.
- Jones Intercable TV Fund for Green Acres City, Fla. (FL0522) new signal.
- Pawhatan Paint Cable Inc. for Cresant, Ohio (OH0868) new signal.
- Hoosier-Buckeye Cable TV for Hicksville, Ohio (OH0870) new signal.
- Guadalupe Valley Cable Vision Inc. for Boerne, Tex. (TX0169) new signal.
- Alert Cable TV of North Carolina Inc. for Orange, N.C. (NC0256) new signal.
- Olympic TV Cable Inc. for Kitsap, Wash. (WA0321) new signal.
- G O Enterprises Inc. for Williamstown, Vt. (VT0133) new signal.
- Mid-Kansas Cable Services Inc. for Moundridge, Kan. (KS0262) new signal.
- Atoka Cablevision Co. for Atoka and Coalgate, both Oklahoma (OK0122, 100) add signal.
- Quinter Cable Inc. for Quinter, Kan. (KS0270) new signal.
- S O Cable TV for Grants Pass, Josephine, Klamath Falls, Klamath, Medford, Ashland, Phoenix, Talent, Jacksonville, Eagle Point, Central Point and Jackson, all Oregon (OR0110, 104, 114, 102, 117, 103, 122, 126, 113, 107, 106, 105) add signal.
- Cablevision of Pennsylvania Inc. for Norristown, Pa. (PA0806) add signal.
- Haystack Cablevision Inc. for Salisbury, North Cannan, Norfolk, Sharon, all Connecticut (CT0079, 82, 83, 81) add signal.
- Cox Cable Owosso for Owosso (city), Corunna, Caledonia and Owosso (town), all Michigan (MI0175, 177, 178, 176) add signal.
- Universal Video Communications Inc. for Cullen La. (LA0207) new signal.
- Hobbs Cablevision Inc. for Hobbs and Lea, both New Mexico (NM0012, 079) add signal.
- Coastside Cable TV Inc. for Riverbank, Calif. (CA0799) add signal.
- Newchannels Corp. for Oxford (town) and Oxford (village), N.Y. (NY0646, 058) add signal.
- Televents of Florida Inc. for Citrus Springs, Beverly Hills, Inverness, Homosassa and Crystal River, all Florida (FL0332, 025, 027, 361, 026) add signal.
- Scottsboro TV Cable Inc. for Rogersville, Ala. (AL0213) add signal.
- Multivision Northwest Inc. for Catoosa, Ga. (GA0173) add signal.
- Betterview Cablevision of Oregon Inc. for Riddle and Myrtle Creek, both Oregon (OR0212, 163) add signal.
- Teleprompter Corp. for Wells, Escanaba, Brampton, all Michigan (MI0139, 140, 157) add signal.
- Teleprompter Corp. for Rock Island, Milan, Oak Grove and Bowling township, all Illinois (IL0182, 287, 293) add signal.
- Quint-Cities Cablevision Inc. for Eldridge, Ill. (IL0463) add signal.
- Rolla Cable TV Inc. for Rolla, N.D. (ND0041) add signal.
- Vision Cable Communications for Morehead City Inc. for Craven, N.C. (NC0205) add signal.
- Green Country Cable of Bristow Inc. for Bristow, Okla. (OK0218) new signal.
- Continental Cablevision of Ohio Inc. for Jefferson, Bloomfield, Polk, Sandusky, all Ohio (OK873, 874, 875, 876) new signal.
- Communications Management Inc. for Alta Viste, Kan. (KS0269) new signal.
- Lake Cable TV Inc. for Fox River Valley, Ill. (IL0464) new signal.
- Village Cable Corp. for Fairview, W. Va. (WV0498) new signal.
- Village Cable Corp. for Baxter, W. Va. (WV0499) new signal.
- Village Cable Corp. for Grantown, W. Va. (WV0500) new signal.
- Betterview Cablevision of Oregon Inc. for Tri City, Ore. (OR0177) add signal.
- Coastside Cable TV Inc. for Ripon, Calif. (CA0861) new signal.
- Multi-Channel TV Cable of Mansfield Inc. for Ridgeway, Va. (VA0260) new signal.
- J D Cablevision for Payette and Fruitland, both Idaho (ID0111, 112) new signal.
- Teleprompter Corp. for Escanaba, Ford River, Gladstone, all Michigan (MI024, 137, 138) add signal.
- Frank Howard TV Cable for Magoffin, Ky. (KY0487) new signal.
- Village Cable Corp. for Grantsville and Elizabeth, W. Va. (WV0503, 504) new signal.
- Continental Cablevision of Hamilton County Inc. for Cheviot, Ohio (OH0738) add signal.
- Houston Cable TV Inc. for Houston (TX0621) add signal.
- Houston Cable TV Inc. for Jersey, Tex. (TX0622) add signal.
- Pittsfield Cablevision Inc. for Pittsfield, N.H. (NH0090) new signal.
- Santa Fe Cablevision Co. for Santa Fe., N.M. (NM0053, 159) add signal.
- Independence TV Cable Inc. for Weavers/Pfeiffe, Ark. (AR0159) add signal.
- Bradford Video for Starke, Fla. (FL0523) new signal.
- Odem Cable TV Inc. for Odem, Tex. (TX0772) new signal.
- Com-Star Cablevision Inc. for Flowersville, Mich. (MI0493) new signal.
- Lafayette Cable Inc. for Lafayette, Ala. (AL0218) new signal.
- Do-Bran-Cin Cablevision Inc. for Chicora, Bruin, Petrolia, Karns City, East Brady, Bradys Bend, all Pennsylvania (PA1983, 1986, 1987, 1988, 1984, 1985) new signal.
- Roby Cablevision Inc. for Roby, Tex. (TX0773) new signal.
- American Television and Communications Corp. for Littleton, Colo. (CO0159) new signal.
- Blanchard-Wayne Cable TV for Blanchard-Wayne, Okla. (OK0219) new signal.
- Noble Cable TV Ltd. for Noble, Okla. (OK0221) new signal.

Call Letters

Applications

Call	Sought by
	New AM's
WWES	Erwin S. Solomon, Hot Springs, Ark.
WEKC	Williamsburg Broadcasting Inc., Williamsburg, Ky.
	New FM's
WXRS-FM	WSJ Radio Inc., Swainsboro, Ga.
KMDL	Mid-Acadiana Broadcasting Corp., Kaplan, La.
WWCJ	Ethnic Public Broadcasting Foundation, Jackson, Miss.
KBVD	Ruidoso Broadcasting Co., Ruidoso, N.M.
WDNH-FM	WAEN Broadcasting Corp., Honesdale, Pa.
KEMM	Commerce Broadcasting Inc., Commerce, Tex.
	New TV
KBJH	Church of the Christian Crusade Inc., Tulsa, Okla.
	Existing AM's
WSCR	WOMN Hamden, Conn.
WSUX	WSFD Seaford, Del.
WYXC	WKRW Cartersville, Ga.
WILP	WBGR Paris, Kentucky
WSLL	WSSL Centreville, Miss.
KMBI	KXKS Albuquerque, N.M.
WWOK	WSML Graham, N.C.
KTRQ	KULE Ephrata, Wash.
	Existing FM's
KGFT	KARP Carpinteria, Calif.
WNCW	WBGR-FM Paris, Kentucky
WBEY	WAQA Grasonville, Md.
WVBS-FM	WPJC Burgaw, N.C.

Grants

Call	Assigned to
	New AM's
KHEE	Z Broadcasters, Hayden, Colo.
KQPM	McLeod County Broadcasting Co., Glencoe, Minn.
	New FM's
KERU-FM	Escuela de la Raza Unida, Blythe, Calif.
KAIN-FM	ROJAC Enterprises, Caldwell, Idaho
KLCQ	Lynnlee Broadcasting Inc., Monroe City, Mo.
KAUB-FM	Midway Broadcasters, Auburn, Neb.
	New TV
WWMA-TV	TV 17 Unlimited Inc., Grand Rapids, Mich.
	Existing AM's
WOKV	WAIV Jacksonville, Fla.
KTEW	KLCO Poteau, Okla.
	Existing FM's
KZNS	KWTC-FM Barstow, Calif.
WCRJ-FM	WJEE Jacksonville, Fla.
WWBA	WWBA-FM St. Petersburg, Fla.
WENS	WSVL-FM Shelbyville, Ind.
KCMX-FM	KKIC Ashland, Ore.
	Existing TV
KTDS	Brownsville, Tex.

Summary of broadcasting

FCC tabulations as of April 31, 1981

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,608	3	1	4,612	117	4,729
Commercial FM	3,313	2	0	3,315	151	3,466
Educational FM	1,101	0	0	1,101	69	1,170
Total Radio	9,022	5	1	9,028	337	9,365
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	97	336
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,019	4	7	1,030	126	1,156
FM Translators	354	0	0	354	220	574
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,396	0	0	1,396	492	188

**Special temporary authorization*

***Includes off-air licenses*

Life without baseball □ NATPE shows how on teleconferencing □ "At Large" with Robert E. Lee

Broadcasting Jun 29

The News Magazine of the Fifth Estate □ Vol. 100 No. 26 Our 50th Year □ 1981

7/13/81 C 1750-1

strength

The Christal Company
wants to thank our clients,
who have made us
one of America's strongest
and most successful
radio reps.

Christal.
NOTHING BETTER

The Christal Company, Inc.
919 Third Avenue • New York, N.Y. 10022
(212) 688-4414

The First 50 Years Of Broadcasting

1967
□
PAGE 7

Broadcasting Jun 29

The Week in Brief

TOP OF THE WEEK

PICKING UP STEAM ☐ Radio deregulation passes Senate. Wirth ready to fight it in conference, but prospects in House improve. **PAGE 27.**

PRESSURE AND COUNTERPRESSURE ☐ Lear group kicks off new campaign against "antidemocratic actions of moral majoritarians." Wildmon forces begin sponsor boycott today but already show results with advertising changes. **PAGE 29.**

NATPE'S TELECONFERENCE ☐ Satellite-distributed panels in Washington argue pros and cons of advocacy advertising and discuss extent of program-director accountability. **PAGE 29.**

MORE OPINIONS ON COPYRIGHT ☐ Ringer suggests alternative plan for cable; Wunder says NTIA wants change but hasn't made final analysis; Mankiewicz presses for public radio compensation. **PAGE 31.**

FRUSTRATION IN GENEVA ☐ FCC's Olson feels eight-week meeting of panel of experts did little to dispel shadows surrounding controversial 9 khz issue. **PAGE 31.**

DOING THE CONTINENTAL ☐ Three-year-old North American National Broadcasters Association is another of broadcaster groups that have been accepted as official observers at international meetings. NANBA Chairman Meany discusses its purposes. **PAGE 32.**

RADIO-TV TURNS TO ITS BULLPEN ☐ Two-week-old baseball strike has broadcasters resorting to gimmicks and alternative programing. No one has exact figures yet, but it's conceded radio is suffering more in audience and sales losses. **PAGE 33.**

AT LARGE

LEE LOOKS BACK ☐ After almost three decades of FCC service, the retiring dean commissioner offers his views on persons and issues, past and present, and discourses on the art of surviving in Washington. **PAGE 35.**

LAW & REGULATION

REACHING RURAL AMERICA ☐ Pressler subcommittee hears government and industry spokesmen testify on best means to provide communications to less populated areas. **PAGE 43.**

BUSINESS

BLAIR'S NEW SERVICE ☐ Rep firm offers Quantiplex viewer and consumer ratings in 12 markets, will expand to quarterly reports in 25 markets by November. **PAGE 52.**

MEDIA

BOSTON'S TWO-WAY FIGHT ☐ Competition for city's cable franchise comes down to Warner, which claims best technology and financing, and Cablevision, which proposes $2 basic fee. **PAGE 57.**

JOURNALISM

EXTRA DUTY ☐ Four *60 Minutes* anchormen will also be rotating hosts on new CBS-TV afternoon series this fall. **PAGE 62.**

REPRIMAND ☐ Kaiser Aluminum's Rhody warns delegates to NBEA convention that media misuse is undermining credibility of press. **PAGE 63.**

TECHNOLOGY

CLOSED CAPTIONING ☐ At least three noncommercial TV stations are working with 21-line system. **PAGE 64.**

TELETEXT TEST IN D.C. ☐ WETA-TV is broadcasting to 40 homes and 10 public places in experiment that will cost about $1 million. **PAGE 65.**

PROGRAMING

STRIKE THREAT ☐ With possibility of July 1 walkout, Directors Guild of America votes this week on management's latest offer. **PAGE 66.**

1967

THE 'BROADCASTING' YEARS ☐ The Corporation for Public Broadcasting was created and ABC started to split into four radio networks. It was also the year when the FCC applied the fairness doctrine to cigarette commercials and to personal attacks in broadcast editorials. **PAGE 71.**

PROFILE

LOOKING UP ☐ Jim Ragan has spent his business life selling products or concepts. As Western Union's vice president, broadcast services, he now finds even more sales horizons in satellite services. **PAGE 95.**

Index to departments

Bottom Line 54
Business Briefly 10
Changing Hands 58
Closed Circuit 9
Datebook 18
Editorials 98
Fates & Fortunes 91
For the Record 75
In Sync 64
Intermedia 61
Monday Memo 15
Monitor 68
Open Mike 24
Stock Index 56
Washington Watch 46

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ Accuracy In Media 25 ☐ Blackburn & Co. 58 ☐ Broadcast Electronics 42 ☐ Charter Broadcasting 18 ☐ Christal Company Front Cover ☐ Continental Broadcasting Network 16-17 ☐ Continental Electronics 61 ☐ Creative Factor 67 ☐ Fetzer Stations 70 ☐ Gabriel Awards 61 ☐ Gannett 26 ☐ Gold Key 47, 48, 49 ☐ Group W Productions 12-13 ☐ Harris 45, 57, 91 ☐ Home Theater Network 63 ☐ ITC Entertainment 11 ☐ International Tapetronics Corp. 24 ☐ JVC Industries 21 ☐ KTVI-TV Inside Back Cover ☐ Lotus Reps 55 ☐ MCA-TV 8 ☐ Osmond Television Back Cover ☐ Paramount 6, 40-41 ☐ Prikryle Media Investments 60 ☐ Cecil L. Richards 59 ☐ TM Productions 19 ☐ Tandem 50-51, 53 ☐ Trident TV Associates 14, 20, 22 ☐ WCCO-TV 3 ☐ Warner Brothers TV 4-5 ☐ Westwood One Inside Front Cover, 10 ☐ World-Northal 23 ☐

Monitor

Merv enters cable. Merv Griffin Productions has formed new division dealing with development of cable and other new video programing. In making announcement, MGP President Murray Schwartz noted: "The evaluation of the cable/video market and its recent spectacular growth has made it impossible to ignore this new and exciting field." New Cable/Video Division, directed by Clifford A. Tenlinsen, will produce new programing and offer facilities for existing productions. Division will be housed at Griffin's Trans-American Video studios in Hollywood, and utilize TAV's facilities in Las Vegas (*Merv Griffin Show* is videotaped in both locations). Division is also considering future productions at Camelot hotel and casino in Las Vegas, now under construction, of which Griffin is vice president and director.

□

Faulty portrayal? Victoria Street, chief prosecution witness in 1930's "Scottsboro boys" case, has asked Supreme Court to review her $6-million defamation suit against NBC for its depiction of her in *Judge Horton and the Scottsboro Boys.* Street is challenging federal appeals court decision that ruled against her on ground she failed to prove NBC acted with malice in televising film.

□

In the marketplace... *We're Movin',* new syndicated half-hour series for young people, has cleared in 64% of country including all top-10 markets, according to Group W Productions. Stations include WABC-TV New York, KTTV(TV) Los Angeles and WMAQ-TV Chicago. ... More than 30 markets, with stations including KTLA(TV) Los Angeles, WPVI-TV Philadelphia and KPIX(TV) San Francisco, are claimed for Trident Television Associates first feature package, "Trident One." Twenty titles in collection include made-for-TV's *Aunt Mary, Something for Joey* and *Fighting Back* (the Rocky Bleier story).... Package of seven live-action *Spider-Man* movies has been licensed in 34 markets, according to distributor Teleworld. Takers include Field Communications ... *People Are Talking,* hour talk show produced by Group W's WJZ-TV Baltimore, has cleared 19 markets with distribution by Program Syndication Services....

□

Cable play. "Early Days," David Storey play starring Ralph Richardson, will be taped in London television studio for cablecast on CBS Cable. Play is currently appearing with its National Theater cast at Washington's Kennedy Center.

Services

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass 02138
Phone (617) 876-2810

DOWNTOWN COPY CENTER
FCC Commercial Contractor
AM-FM-TV & NRBA lists—tariff
updates-search services-mailing
lists, C.B., Amateur, etc
1114 21st St., N.W.,
Wash., D.C. 20037 202 452-1422

AERONAUTICAL CONSULTANTS
Tower Location/Height Studies
FAA Negotiations
JOHN CHEVALIER, JR.
AVIATION SYSTEMS
ASSOCIATES, INC.
1650 So Pacific Coast Hwy
Redondo Beach CA 90277
(213) 378-2281

dataworld inc
AM • FM • TV
Translators/Low Power TV
Allocation Studies/Directories
1302 18th St., N.W., Suite 502
Washington, D.C. 20036
(202) 296-4790

SWAGER TOWER CORPORATION
AM/FM/TV/CATV/MICROWAVE
Specialize in Turnkey
Installations Worldwide
30 Yrs Family Owned & Operated
PO Box 656
Fremont IN 46737
219-495-5165 or
Tlx 23-2666/Swager Frmn

System ● Softwear
for
TRS 80—Mod II
Logs—Billings—Accounts Receivables
plus much more
RADIO COMPUTERIZED
PROGRAM SYSTEM
P.O. Box 1277, Tacoma, WA. 98401
Phone: 206—927-1360

SOUTHERN
BROADCAST SERVICES
COMPLETE TURNKEY SYSTEMS
STUDIOS, TRANSMITTERS,
TOWERS, ANTENNAS
Full Rigging & Erection Services
Custom Electronics Design & Installation
PO Box 740, Alabaster, Al 35007
(205) 663-3709

Ratings Roundup

Prime-time network news and documentary fans had a rare treat for the week endad June 21: quantity. In addition to three hours of regularly scheduled newsmagazines, CBS News offered four hours of *The Defense of the United States* and a half-nour *Universe* special and NBC News had an hour on *The Changing West.*

Of the week's 66 prime-time hours programed by the networks, eight and a half were devoted to news—an unusually large volume in a week when breaking events didn't pre-empt normal entertainment options.

CBS, in effect, was the news programer of the week with the *Defense* series. Beginning Sunday of the previous week and following on four consecutive evenings at 10 p.m., the five-parter averaged a 14.0 rating and 26 share. Ratings for the first two nights (16.2/30 and 16.8/30) were atypically strong for a documentary and won their time periods; the remaining three nights, however, lost to ABC and NBC competition (13.3/24, 12.3/23, 11.3/21) (BROADCASTING, June 22).

Among the week's 65 programs, the four *Defense* broadcasts came in, respectively, 17th, 33d, 40th and 48th; the first episode of a week earlier came in 20th out of 66.

Walter Cronkite's Universe, CBS's previous short-run series now a regular part of the Tuesday schedule and now carrying Cronkite's name, returned in a special premiere Sunday. Led in by the strong *60 Minutes* (18.2/41), *Universe* dropped some audience but won its time period with a solid 16.3/34. It was 20th in the week's ratings.

NBC News's *The Changing West* scored poorly on Friday (8.9/19) against *Dallas* and an ABC movie, *Murder Can Hurt You. West* was 62d for the week.

The First 20

1.	*M*A*S*H* (R)	CBS	20.6/39
2.	*Quincy, M.E.* (R)	NBC	20.5/38
3.	*House Calls* (R)	CBS	20.1/36
4.	*Hart to Hart* (R)	ABC	19.9/36
5.	*Facts of Life* (R)	NBC	19.5/36
6.	*The Jeffersons* (R)	CBS	19.4/34
7.	*60 Minutes* (R)	CBS	18.2/41
8.	*Diff'rent Strokes* (R)	NBC	17.9/36
9.	*Too Close for Comfort* (R)	ABC	17.8/31
10.	*Dukes of Hazzard* (R)	CBS	17.3/36
11.	*Taxi* (R)	ABC	17.3/32
12.	*20/20*	ABC	17.2/33
13.	*Three's Company* (R)	ABC	17.2/31
14.	*Fantasy Island* (R)	ABC	17.1/31
15.	*Alice* (R)	CBS	16.9/32
16.	*Trapper John, M.D.* (R)	CBS	16.9/31
17.	*Love Boat* (R)	ABC	16.8/36
18.	*CBS Reports: In Defense of America* (special, part II)	CBS	16.8/30
19.	*Dallas* (R)	CBS	16.4/34
20.	*Walter Cronkite's Universe* (special)	CBS	16.3/34

The Final Five

61.	*Sanford*	NBC	9.2/21
62.	*NBC Reports: The Changing West* (special)	NBC	8.9/19
63.	*BJ and the Bear* (R)	NBC	8.7/19
64.	*Games People Play* (R)	NBC	8.1/17
65.	*Roots: The Next Generations* (mini-series)(R)	ABC	7.4/16

ERP to 100 kw vis., 10 kw aur.; TL to 5 miles E. of Davenport (same site description) and make changes to ant. sys. (applicant contemplates shared use of proposed structure with WHBF-TV). Ann. June 15.

■ KCMO-TV Sioux City, Iowa—Seeks request for authority to operate trans. by RC from SL at 4500 Johnson Drive, Fairway, Kan. Ann. June 15.

■ *WKAR-TV East Lansing, Mich.—Seeks request for authority to operate trans. by RC from SL at 84 Wilson Road, Michigan State Univ., East Lansing. Ann. June 15.

■ KECI-TV Missoula, Mont.—Seeks request for authority to operate trans. by RC from SL at 340 West Main Street, Missoula. Ann. June 15.

■ WKFT(TV) Fayetteville, N.C.—Seeks request for authority to operate trans. by RC from SL at 230 Donaldson Street, Fayetteville. Ann. June 15.

■ WNCT-TV Greenville, N.C.—Seeks request for authority to operate trans. by RC from SL at 3221 Evans Street, Greenville. Ann. June 15.

■ WJTM-TV Winston-Salem, N.C.—Seeks request for authority to operate trans. by RC from SL at 3500 Myer Lee Drive, Winston-Salem. Ann. June 15.

■ WZTV(TV) Nashville, Tenn.—Seeks CP to change ERP to 224 kw vis., 22.4 kw aur.; change ant. location and make other changes to ant sys. Ann. June 15.

■ WSET-TV Lynchburg, Va.—Seeks MP (BPCT-5001) to change ERP to 302 kw vis., 45.3 kw aur.; change trans.; change ant.; and make changes to ant. sys. Ann. June 15.

■ KSTW(TV) Tacoma, Wash.—Seeks CP to utilize former main ant. as an aux. (for aux. purposes only). Ann. June 19.

In Contest

FCC decisions

■ FCC issued tax certificate in connection with sale of WKTQ(AM) Pittsburgh, Pa. On March 30, Broadcast Bureau authorized voluntary assignment of station's license from Nationwide Communications Inc. to BENI Broadcasting of Pittsburgh Inc., a wholly owned subsidiary of Broadcast Enterprises National Inc. which is controlled by Ragan Henry. 93% of parent company's shareholders are black. Total consideration for sale was $1,500,000 plus $50,000 covenant not to compete. FCC noted that sale was necessary to carry out its policy to foster minority ownership of broadcast facilities. Action June 16.

■ FCC granted unrelated requests of Storer Broadcasting Co. and Major Market Media Inc., for tax certificates for voluntary assignment of licenses for their AM stations KTNQ Los Angeles, Calif., and WMJK, Kissimmee, Fla., respectively, to K-Love Radio Broadcasting, Inc., and Central Florida Spanish Broadcasting, respectively. Both K-Love Radio and Central Florida Spanish Broadcasting are minority controlled with Hispanics holding 100% interest in K-Love Radio and 95% interest in Central Florida Spanish Broadcasting. By delegated authority, commission's Broadcast Bureau granted Storer's assignment application in July 1979, and Major Market's application in Sept. 1980. Action June 16.

■ Commission has designated for hearing mutually exclusive applications of Cleveland Public Library and Cleveland Public Radio to operate noncommercial FM on 90.3 mhz at Cleveland, Ohio. FCC ordered comparative hearing be set after receiving renewal and assignment application from the Cleveland Board of Education, licensee of noncommercial station WBOE-FM, Cleveland, requesting license be assigned to the Cleveland Public Library and an application by Cleveland Public Radio to construct new station to operate on same frequency. In 1978, the Cleveland Board of Education, unable to continue funding operation of WBOE, allowed station to go off-the-air. Since Board has not been operating station since that time, and since it filed assignment application prior to CP application, FCC said it was more appropriate to consider Library's application. In addition to setting comparative hearing, FCC considered petition by Library which contended Public Radio's application was substantially incomplete. Library said competing application failed to meet financial, ascertainment and engineering requirements in its proposal. Except on financial issue, FCC rejected Library's arguments and denied its petition. Action June 16.

■ FCC granted authority to Miami Valley Broadcasting Corp. to increase transmitting power of WIOD(AM) Miami, Fla., in order to overcome interference from Cuban stations operating outside of North American Regional Broadcasting Agreement. Station's request was granted after field tests determined that two Cuban stations found to be operating on 610 and 600 khz, and not in compliance with NARBA, were cause of WIOD's interference. WIOD operates on 610 khz. FCC gave station permission to increase its power from 5 to 10 kilowatts for both D and N operation, and to make changes in its directional antenna patterns. Increase in power will not cause prohibited interference to any domestic or properly coordinated foreign station. Grant was conditioned upon outcome of second Regional Administrative MF (medium frequency) Broadcasting Conference (Region 2) or normalization of U.S.-Cuban relations. Action June 16.

Allocations

■ Eureka Springs, Ark.—In response to petition by Beverley Ann and Tom S. Butler proposed assigning 100.9 mhz to Eureka Springs as its first FM assignment, comments due Aug. 7, replies Aug. 27 (BC Doc. 81-373). Action June 2.

■ Hampton, Ark.—Assigned 107.1 mhz to Hampton as its first FM assignment, effective Aug. 7 (BC Doc. 80-516). Action June 2.

■ McNary and Whiteriver, Ariz.—Reassigned 88.1 mhz from McNary to Whiteriver as its first FM assignment, effective Aug. 7 (BC Doc. 81-31). Action June 2.

■ Emporia, Kan.—In response to petition by G and S Enterprises proposed assigning 101.7 mhz to Emporia as its second FM assignment, comments due Aug. 7, replies Aug. 27 (BC Doc. 81-374). Action June 2.

■ Owingsville, Ky.—Assigned 107.1 mhz to Owingsville as its first FM assignment, effective Aug. 7 (BC Doc. 80-528). Action June 2.

■ Madison, Minn.—In response to petition by Maynard R. Meyer proposed assigning 92.1 mhz to Madison as its first FM assignment, comments due Aug. 10, replies Aug. 28 (BC Doc. 81-372). Action June 2.

■ Olivia, Minn.—Assigned 101.7 mhz to Olivia as its first FM assignment, effective Aug. 7 (BC Doc. 80-513). Action June 2.

■ Wilson and Grifton, N.C.—Assigned 99.3 mhz to Grifton as its first FM assignment, effective July 27 (BC Doc. 80-237). Action May 26.

■ Orchard, Neb.—Assigned 105.3 mhz to Orchard as its first FM assignment, effective Aug. 3 (BC Doc. 80-239). Action May 26.

■ Hilton Head Island, S.C.—Assigned 105.5 mhz to Hilton Head Island as its second FM assignment, effective Aug. 7 (BC Doc. 80-609). Action June 2.

■ Rhinelander, Tomahawk, Washburn, and Wasau, all Wisconsin-substituted 100.3 mhz for 107.9 mhz at Rhinelander; substituted 92.7 mhz for 100.1 mhz at Tomahawk; and reassigned ch. 300 from Rhinelander to Wausau, effective Aug. 7; and ordered that WRHN(FM) Rhinelander, may continue to operate on ch. 300 until Dec. 1, 1982, the expiration date of its current license term, or it may accept modification of its license to specify operation on ch. 262 before that date (BC Doc. 78-92). Action June 2.

Call Letters

Applications

Call	*Sought by*
	New FM's
KJON	Booneville Broadcasting Co. Booneville, Ark.
WFEX	Feliciana Broadcasting Inc., Clinton, La.
WOCQ	Musicradio of Maryland Inc., Berlin, Md.
WOBO	WCNE Educational Community Radio Inc., Batavia, Ohio.
WDPN	Midcom Corp., Columbia, S.C.
KTRS	Wyomedia, Casper, Wyo.
	Existing AM's
KXTC	KAIN Nampa, Idaho
WMBL	WFTH Morehead City, N.C.
WJAS	WKTQ Pittsburgh, Pa.
WGCA	WQSN Charleston, S.C.
WQDQ	WLSN Lebanon, Tenn.
	Existing FM's
KPKE	KHOW-FM Denver
WYKS	WGVL Gainesville, Fla.
WQCK	WFDR-FM Manchester, Ga.
KQZQ	KAIN-FM Caldwell, Idaho
WMJX	WBZ-FM Boston
WXLY	WJFR Jackson, Miss.
WRRB	WONO Syracuse, N.Y.
KJOJ	KMCV Conroe, Tex.

Grants

Call	*Assigned to*
	New AM's
WNFR	North Fulton Broadcasting Inc., Alpharetta, Ga.
WRJQ	Jeff Smith, Clintonville, Wis.
	New FM's
KCRT-FM	Colorado Broadcasting Corp., Trinidad, Colo.
KVMX	MicroMedia, Eastland, Tex.
KTRM	Read Broadcasting, Ephrata, Wash.
WPMW	Slab Fork Broadcasting Co., Mullens, W. Va.
WBWA	Silver Birch Broadcasting Co., Washburn, Wis.
	New TV's
KTMX-TV	La Unidad Broadcasting Corp., Denver
WFTS	Family Television Corp., Tampa, Fla.
WNHT	NH Channel 21 Inc., Concord, N.H.
KUAA	Frontier, Media Inc., Spokane, Wash.
	Existing AM's
KKOW	KOAM Pittsburg, Kan.
WAMO	WYJX Pittsburgh, Pa.
WGKV	WKLC St. Albans, W. Va.
	Existing FM's
KOSI	KOSI-FM Aurora, Colo.
WAMO-FM	WAMO Pittsburgh, Pa.
KURO	KIJV-FM Huron, S.D.
	Existing TV
KTUV-TV	KENI-TV Anchorage, Alaska

Summary of broadcasting

FCC tabulations as of April 31, 1981

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,608	3	1	4,612	117	4,729
Commercial FM	3,313	2	0	3,315	151	3,466
Educational FM	1,101	0	0	1,101	69	1,170
Total Radio	9,022	5	1	9,028	337	9,365
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	97	336
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,019	4	7	1,030	126	1,156
FM Translators	354	0	0	354	220	574
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,396	0	0	1,396	492	188

**Special temporary authorization*

***Includes off-air licenses*

The bell tolls for Fred Silverman
Jawing to a draw on advertising boycott

Broadcasting Jul 6

The News Magazine of the Fifth Estate □ Vol. 101 No. 1
50th Year □ 1981

7/5/81 C 1750-1

It's got everything!
The Dukes of Hazzard
Warner Bros Television Distribution
A Warner Communications Company

20014SCHWA9668I S6A JUN/82
A C SCHWARZ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
WASHINGTON DC 20014

BEST COPY AVAILABLE

The First 50 Years Of Broadcasting
1968
□
PAGE 71

Broadcasting Jul 6

The Week in Brief

TOP OF THE WEEK

SILVERMAN OUT, TINKER IN ☐ Resignation of NBC's president and chief executive coincides with Bradshaw's takeover as RCA chairman. MTM Enterprises founder becomes chairman and chief executive of NBC. New president is to be named later. **PAGE 23.** A look at track record of Silverman whose programing expertise took him to top before fall. **PAGE 24.**

TOP GUNS FOR NBC NEWS ☐ Tom Brokaw and Roger Mudd will co-anchor *NBC Nightly News* beginning next April. John Chancellor will be commentator. ABC and CBS beef up their news plans. **PAGE 26.**

BIG BLOW FOR BROADCASTERS ☐ Supreme Court upholds FCC ruling in Carter-Mondale case that said networks violated reasonable access in denying time to candidates. Court majority rejects First Amendment argument. **PAGE 27.**

WILDMON CLAIMS VICTORY ☐ Boycott is called off because of advertisers' attempts to cooperate, coalition chairman says. **PAGE 28.** But elsewhere there is question whether coalition or coincidence was responsible for changes in TV. **PAGE 29.**

PLUM FOR DOLAN ☐ Cable franchise grant in affluent Fairfield county, Conn., is going to Cablevision of Connecticut. With Dolan are Scripps-Howard and black investment group. **PAGE 30.**

MEDIA

EXHORTING THE TROOPS ☐ Friendly warns PBS meeting that public broadcasting is endangered species that must make more effort to survive. Grossman emphasizes that new technologies are not substitutes for good program content. **PAGE 31.** Oaks defends corporate underwritings, federal subsidies. **PAGE 34.** Public Subscriber Network gets go-ahead in Cincinnati. **PAGE 34.**

LAW & REGULATION

FCC OUTPUT ☐ Commission rejects RCA Americom tariff revision, rules on cable obscenity challenge and divestiture in Michigan, declines to make decision on AM retransmission by FM translators, permits more antenna height in Puerto Rico and Virgin Islands. **PAGE 43.**

BUSINESS

REAGAN DISCIPLE ☐ James C. Miller III, designated to be FTC chairman, is viewed as sympathetic to business with a very healthy respect for the free market. **PAGE 53.**

ALTER'S ADVICE ☐ President of Cabletelevision Advertising Bureau discusses financial facts of life for CATV and suggests co-op ventures to enhance revenues. **PAGE 58.**

JOURNALISM

DUPED ☐ Washington-area broadcasters are taken in by false notification that Mayor Barry had been shot. **PAGE 59.**

PROGRAMING

UNION CRISIS EASES ☐ Members of Directors Guild of America vote overwhelmingly to accept new package that includes across-the-board, three-year, 39% increase, in minimum compensation and provision for pay TV monies. There's hope for settlement with Writers Guild of America as talks resume. **PAGE 62.**

TECHNOLOGY

ECONOMY WIRING ☐ Times Fiber unveils its new "mini-hub" fiber optics system that company claims will lessen installation problems in high-density areas. **PAGE 66.**

1968

THE 'BROADCASTING' YEARS ☐ America's frustrations with war, domestic riots and assassination were focal points of broadcast journalism. The violence also caused concern about TV programing as an instigator. And late in the year, after posting a warning to Congress, the FCC said it was going to authorize pay TV on a national scale. **PAGE 71.**

PROFILE

SPREADING THE GOSPEL ☐ David Gergen is in his third tour at the White House, espousing the administration's line. His ability to do that successfully is reflected in his new assignment as assistant to the President for communications. **PAGE 93.**

Index to departments

Bottom Line 58
Business Briefly 8
Changing Hands 60
Closed Circuit 7
Datebook 18
Editorials 96
Fates & Fortunes 89
For the Record 76
In Sync 67
Intermedia 42
Monday Memo 21
Monitor 64
News Beat 59
Open Mike 16
Playback 66
Stock Index 56
Washington Watch 46
Where Things Stand 10

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $30 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ Accuracy In Media 20 ☐ Blackburn & Co. 60 ☐ Broadcast Audio 6 ☐ Broadcast Electronics 57 ☐ Broadcast Personnel 89 ☐ Columbia Pictures 40-41 ☐ Continental Electronics 75, 79 ☐ Creative Factor 14 ☐ Drake-Chenault 17 ☐ Fetzer Stations 70 ☐ Gabriel Awards 75 ☐ Harrington, Righter & Parsons 54-55 ☐ Harris 39 ☐ Harte-Hanks Communications Inside Front Cover/Page 3 ☐ Robert E. Lee 27 ☐ Robert O. Mahlman Inc. 62 ☐ Media People 9 ☐ George Moore 77 ☐ NEC Inside Back Cover ☐ Osmond TV Sales Back Cover ☐ PLM Enterprises 78 ☐ RCA 32-33 ☐ RKO Radio Network 47-52 ☐ Radio Advertising Bureau 4 ☐ Richter-Kalil & Co. 63 ☐ Satellite Music Network 44-45 ☐ Storer 12-13 ☐ Syndicast Service 37 ☐ T.A. Associates 61 ☐ D.L. Taffner Ltd. 22 ☐ Tandem 11, 15 ☐ William B. Tanner 91 ☐ Edwin Tornberg & Co. 76 ☐ Warner Brothers Television Front Cover ☐ Westwood One 8 ☐

BEST COPY AVAILABLE

Ratings Roundup

Ratingwise, the week ended June 28 is one NBC-TV would probably rather forget.

While CBS-TV came through with a prime-time 14.4 rating/29 share and ABC-TV averaged a 13.3/27, NBC sank to a 10.9/22. It was NBC's lowest score since the Democratic convention week last August.

During the week NBC was first on Wednesday, second on Sunday and third for the remaining five nights.

Particularly dismal was NBC's Friday performance when *Harper Valley* (11.3/26), *Sanford* (8.0/17) and a two-hour *Buck Rogers* (6.7/14) meant a 7.7/16.3 for the night. The network also failed to break a 10 rating on Thursday (9.2/19) and Saturday (8.7/19.5).

During the week, CBS won Monday, Friday and Sunday; ABC took Tuesday, Thursday and Saturday, and NBC, Wednesday. The highest nightly score was earned by ABC on Tuesday with *Happy Days, Laverne and Shirley, Three's Company, Too Close for Comfort* and *Hart to Hart*, averaging a 17.6/33.2. NBC's Friday had the lowest score.

It was another week of summer reruns, this time with only eight originals out of a three-network lineup of 66 shows. Among the originals were two documentaries. ABC News fared well with its *Closeup: When Crime Pays* hour (14.9/30) on Thursday. That same night, however, NBC rated poorly with its 90-minute *White Paper: When America Works America Works* (7.4/14).

Among the week's first-run shows, highest-rated was the ABC *Closeup*, coming in at position 26. And half of the originals fell in the last 10 positions: CBS's *Flo* and NBC's *Funtastic Hanna-Barbera Arena Show* special, *Sanford* and *White Paper*.

The First 20

1.	*M*A*S*H* (R)	CBS	20.2/37
2.	*Trapper John, M.D.* (R)	CBS	20.0/37
3.	*Three's Company* (R)	ABC	19.8/36
4.	*House Calls* (R)	CBS	19.6/36
5.	*Too Close For Comfort* (R)	ABC	18.8/34
6.	*The Jeffersons* (R)	CBS	18.7/34
7.	*Dukes of Hazzard* (R)	CBS	18.6/38
8.	*Alice* (R)	CBS	18.0/34
9.	*Facts of Life* (R)	NBC	17.8/33
10.	*Hart to Hart* (R)	ABC	17.7/32
11.	*CHiPs* (R)	NBC	17.6/37
12.	*Diff'rent Strokes* (R)	NBC	16.8/33
13.	*Lou Grant* (R)	CBS	16.8/30
14.	*Knots Landing* (R)	CBS	16.8/33
15.	*Laverne & Shirley* (R)	ABC	16.4/33
16.	*Taxi* (R)	ABC	16.4/31
17.	*Magnum, P.I.* (R)	CBS	16.3/31
18.	*Barney Miller* (R)	ABC	16.2/31
19.	*Bosom Buddies* (R)	ABC	16.0/33
20.	*Fantasy Island* (R)	ABC	16.0/33

The Final Five

62.	*Sanford*	NBC	8.0/17
63.	*BJ and the Bear* (R)	NBC	7.8/17
64.	*NBC White Paper: When America Works America Works*	NBC	7.4/14
65.	*Roots: The Next Generations* (mini-series) (R)	ABC	6.9/15
66.	*Buck Rogers* (two-hour) (R)	NBC	6.7/14

(R) indicates repeat

USA Network sets additions to fill 24-hour schedule

Sports and 'Wall Street Journal' shows will be added to programing slate in October when service expands to around the clock

Manhattan's Market Diner, an all-night eatery where someone is always having breakfast, provided the backdrop for USA Network's announcement of its plan to start serving customers around the clock as well.

Starting in October, the program expansion will be coupled with the debut of several new series—*Scholastic Sports Academy, The Wall Street Journal Late News*, along with the previously announced *Better Homes and Gardens Idea Notebook* (BROADCASTING, June 8), and *Alive and Well* (BROADCASTING, Feb. 23).

Explaining the rationale behind the expansion, USA President Kay Koplovitz said cable systems affiliated with the basic cable network had expressed their interest in having 24-hour service from program suppliers. Koplovitz said that such service also provides the "best utilization of transponder space for a network."

Separately, USA noted that C-SPAN coverage of the House of Representatives, which has been carried on USA since its inception, will be moving to its own trans-

FOR SALE
WDRQ-FM
DETROIT, MICHIGAN

Charter Broadcasting, Inc., a subsidiary of the Charter Company, is entertaining bids in excess of $6 million cash. John Bayliss, President of Charter Broadcasting, Inc., has engaged the undersigned to act as exclusive Broker in this transaction.

Richter-Kalil & Co., Inc.
3438 North Country Club • Tucson, Arizona 85716 (602) 795-1050

band Clyde (4%), and Loren Preheim (45%) for $275,000. Seller is owned by James G. Meyers, Edward G. Kemmit and Kennith F. Smith. Smith also owns WWOO(FM) Berryville, Va. Others have no other broadcast interests. Clyde Griffith is former program syndicator in Philadelphia. His wife and Preheim are hospitable administrators. They have no other broadcast interests. Action June 17.

■ KGLC(AM)-KORS(FM) Miami, Okla. (AM: 910 khz, 1 kw-U; FM: 100.9 mhz, 3 kw, ant. 265 ft.)—Granted transfer of control of Ottawa County Broadcasting Inc. from Jeryl and Deann Smith (100% before; none after) to Mahaffey Enterprises Inc. (none before; 100% after) consideration: $700,000. Principals: Seller is owned by Jeryl L. Smith and wife Deann D. (44.1% each), Kenneth Lingen (6.8%), David G. Stern (2.8%) and Richard Hary (2.2%). They have no other broadcast interests. Buyer is wholly owned by John B. Mahaffey, who also owns KCIJ(AM) Shreveport, La., KDSX(AM)-KDSQ(FM) Denison/Sherman, Tex., 50% of KICA(AM) Clovis, N.M., 50% of KGRT(AM)-KGRD(FM) Las Cruces, N.M. Action June 12.

■ WRDN-AM-FM Durand, Wis. (FM: 95.9 mhz, 930 w. and 500 ft.)—Seeks assignment of license from WRDN Inc. to Marvette J. Hagevik for $435,000. Seller: principally owned by Richard Darby, who owns 49% of KOWO(AM)-KQDE(FM) Waseca, Minn., and sold, subject to FCC approval. KDAN(AM) South St. Paul, Minn. (BROADCASTING, March 2). Buyer: Marvette J. Hagevik (100%), physical education & health instructor in Spring Lake Park Junior High School, who has no other broadcast interests. Her husband, Bruce Hagevik, is newsman at WCCO(AM) Minneapolis. Action June 12.

Facilities Changes

AM applications

■ KJEM(AM) Bentonville, Ark.—Seeks CP to increase D power from 500 w to 5 kw. Ann. June 22.

■ WLAB(AM) St. Pauls, N.C.—Seeks CP to change frequency from 1060 khz to 1080 khz and increase power to 5 kw-2.5 kw (CH). Ann. June 17.

■ KJBC(AM) Midland, Tex.—Seeks CP to change hours of operation to U by adding 1 kw N service; install DA-N; change frequency from 1150 khz to 1180 khz, and make changes in ant. sys. Ann. June 22.

FM applications

■ KSIQ(FM) Brawley, Calif.—Seeks modification of CP (BPH-790226AE) to make changes in ant. sys.; change type ant.; decrease HAAT to 207 ft. (H&V) and change TPO. Ann. June 23.

■ KDNO(FM) Delano, Calif.--Seeks CP to decrease ERP to 8.05 kw (H&V); increase HAAT to 412 ft. (H&V) and change TPO. Ann. June 23.

■ WATD(FM) Marshfield, Mass.—Seeks modification of CP (BPH-10977) to make changes in ant. sys.; change TL to Grove Street, Marshfield; change SL and RC to 440 Grove Street; change type ant. (H&V); decrease ERP 1.26 kw (H&V); increase HAAT to 460 ft. (H&V) and change TPO. Ann. June 23.

■ KFMS-FM Las Vegas, Nev.—Seeks modification of CP BPH-791025AN) to make changes in ant. sys.; change TL to North slope of Black Mountain, near Henderson, Nev.; change type trans.; change type type ant. (H&V); increase HAAT to 1180 ft. (H&V) and change TPO. Ann. June 23.

■ KSKD(FM) Salem, Ore.—Seeks CP to change TL to 3.1 miles southwest of Scotts Mills, Ore.; decrease ERP to 88.60 kw (H&V); increase HAAT to 1099 ft. (H&V) and change TPO. Ann. June 23.

■ WKDF(FM) Nashville, Tenn.—Seeks CP to make changes in ant. sys.; change TL to Johnson Chapel Road 1.9 miles west of Highway 431N, near Brentwood, Tenn.; change SL and RC to 506 2nd Avenue, South Nashville; change type trans.; change type ant. (H&V); decrease ERP to 16.0 kw (H&V); increase HAAT to 1241 ft. (H&V) and change TPO. Ann. June 23.

■ KONA-FM Kennewick, Wash.—Seeks CP to install aux. ant. (H&V) on main tower, to be operated with ERP: 10.0 kw (H&V); HAAT: 1031 ft. (H&V) and change TPO. Ann. June 23.

■ WISQ(FM) West Salem, Wis.—Seeks modification of CP (BPH-780929AP), as modified to decrease ERP to 1.58 kw (H&V); increase HAAT to 394 ft. (H&V) and change TPO. Ann. June 23.

AM actions

■ KVON(AM) Napa, Calif.—Granted modification of CP to expand MEOV's limits in specified sector (D pattern). Action June 11.

■ WKDE(AM) Altavista, Va.—Granted CP to make changes in ant. sys. (increase height of tower). Action June 3.

FM actions

■ * KESP(FM) Eureka Springs, Ark.—Dismissed CP to increase ERP to 100 w; HAAT 269 ft. Action June 17.

■ KBIG-FM Los Angeles—Granted CP to make changes in ant. sys.; change type ant. (aux.) (H&V); decrease ERP to 36.2 kw (H&V) and change TPO (for auxiliary purposes only). Action June 4.

■ KEWE(FM) Oroville, Calif.—Granted CP to decrease HAAT to 159 ft. Action June 4.

■ WEZN(FM) Bridgeport, Conn.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase ERP: 28.2 kw (H&V); increase HAAT 668 ft. (H&V) and change TPO. Action June 10.

■ WPLR(FM) New Haven, Conn.—Granted CP to increase ERP to 14.1 kw (H&V) and change TPO. Action June 10.

■ WWYZ(FM) Waterbury, Conn.—Granted CP to increase ERP to 17.8 kw (H&V) and change TPO. Action June 10.

■ WFMS(FM) Indianapolis—Granted CP to make changes in ant. sys.; change TL to 9301 East Burk Road, Indianapolis; change type ant. (H&V); decrease ERP to 13.0 kw (H&V); increase HAAT to 990 ft. (H&V) and change TPO. Action June 3.

■ WLMD(FM) Laurel, Md.—Dismissed CP to make changes in ant. sys. Action June 12.

■ WCOZ(FM) Boston—Granted CP to make changes in ant. sys.; change type trans.; change type ant. (H&V); increase ERP to 7.71 kw (H&V); decrease HAAT to 1053 ft. (H&V) and change TPO. Action June 4.

■ *WVAC(FM) Adrian, Mich.—Granted CP to change frequency to 107.9 mhz; ERP to .01304 kw; HAAT to 80 ft., and make changes in ant. sys. Action June 4.

■ WVIM-FM Coldwater, Miss.—Dismissed CP to increase HAAT: 325 ft. (H&V); change type ant. (H&V) and change TPO. Action June 8.

■ KIDS(FM) Palmyra, Mo.—Granted modification of CP to change TL to two miles south of Palmyra and one mile east of Highway 24/61, Palmyra; change ERP to 2.0 kw (H&V); change HAAT to 356 ft. (H&V) and make changes in ant. sys. Action June 4.

■ KCMI(FM) Terrytown, Neb.—Dismissed modification of CP (BPH780817AD); change TL to Highway 71, approximately 9.2 miles north of Scottsbluff; increase ERP 0.95 kw (H&V); HAAT to 539 ft. (H&V) and make changes in ant. sys. Action June 17.

■ KILA(FM) Henderson, Nev.—Granted CP to change TL to 2.14 miles S.W. of Henderson city hall on Black Mountain (also known as Henderson Mountain), Henderson; increase HAAT to 1160 ft. (H&V) and change TPO. Action June 4.

■ WBGO(FM) Newark, N.J.—Dismissed CP to change TL to Montclair State College, Montclair, N.J.; increase ERP: 2.35; HAAT: 400 ft.; install new type trans.; make changes in ant. sys.; increase height. Action June 17.

■ KOB(AM) Albuquerque, N.M.—Dismissed modification of CP (BP-20,935, as modified) to change from 50 kw, DA-N to 50 kw, noon-DA. Action June 9.

■ WMEX(FM) Clyde, Ohio—Granted modification of CP to change TL to 0.25 miles east of County Road 80, 0.5 miles north of County Road 62, S.E. of Clyde; specify SL and RC to 1859 West McPerson, Clyde. Action June 3.

■ *WITF-FM Hershey, Pa.—Granted request for sub-

Summary of broadcasting

FCC tabulations as of April 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,608	3	1	4,612	117	4,729
Commercial FM	3,313	2	0	3,315	151	3,466
Educational FM	1,101	0	0	1,101	69	1,170
Total Radio	9,022	5	1	9,028	337	9,365
Commercial TV						
VHF	521	1	0	522	6	528
UHF	239	0	0	239	97	336
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,019	4	7	1,030	126	1,156
FM Translators	354	0	0	354	220	574
TV Translators						
UHF	2,596	0	0	2,596	237	2,833
VHF	1,396	0	0	1,396	492	188

*Special temporary authorization

**Includes off-air licenses

TEXAS

	PRICE	DOWN
Fulltimer+ Class C-FM *Less than 8 times cash flow*	$925M	$400M
Fulltimer+ Class C-CP *7 times cash flow*	$700M	$350M
Strong fulltimer *Large college market*	$800M	NEG.
Fulltimer+ Class C-FM *Includes new studio equipment*	$1,500M	CASH

ARKANSAS

Daytimer & FM *Excellent cash flow* *Plenty Potential*	$450M	$130M

George MOORE & Associates, Inc.

MEDIA BROKERS AND APPRAISERS

6116 N. Central Expressway
Dallas, Texas 75206 214/361-8970
424 Pine Ave. Colorado Springs,
Colorado [illegible] [illegible] 3788

Television's competitive posture □ Bottom line on the May sweeps □ Annual awards issue

Broadcasting Jul 13

The News Magazine of the Fifth Estate □ Vol. 101 No. 2

50th Year □ 1981

7/27/81 C 1750-1

SUNNY & SHARE.

In the Tampa Bay Area, it's sunny for WTOG-TV, with the highest share of Adults 18-49 of any Independent in America's top 25 markets, according to the May Nielsen.

And with a great line-up of hits scheduled for the fall, the extended forecast calls for continued sunny weather for Tampa Bay, and increasing share of the young audience for WTOG-TV.

For more information, call WTOG-TV Sales, (813) 576-4444 or your nearest Petry office.

A Division of Hubbard Broadcasting, Inc.

WTOG 44
Tampa / St. Petersburg

SOURCE: May '81, NSI, 9AM-12 Midnight, Monday-Sunday. Subject to normal rating qualifications.

20014SCHWAQ6681 $6A JUN/82
A C SCHWARZ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
WASHINGTON DC 20014

The First 50 Years Of Broadcasting
1969
□
PAGE 77

BEST COPY AVAILABLE

Broadcasting Jul 13

The Week in Brief

TOP OF THE WEEK

CBS GOES FOR DBS ☐ The network has a plan, awaiting final corporate approval, for a direct broadcast satellite system that would deliver high-definition TV direct to homes, to TV stations and to cable systems. If decision is go, plan will be filed at FCC this week, before the commission's July 16 deadline for DBS applications. **PAGE 23.**

STAYING ALIVE ☐ Senate decides to go ahead with its version of deregulation legislation and not adopt House version. Wildmon and his CBTV come out against deregulation, while broadcasters are lobbying strongly for it. **PAGE 23.**

POOL SNAFU ☐ Networks get restraining order against White House decision to exclude television from coverage. White House action came after ABC, CBS, NBC, CNN, INN and ITNA failed to work out a pool arrangement that included representatives from each. **PAGE 24.**

RAY OF HOPE ☐ Even though the panel of experts meeting in Geneva on AM broadcasting did not produce what was expected of it, one hopeful sign was that Cuba appeared to be more flexible than was thought earlier on the high-power problem. **PAGE 24.**

NETWORK SITUATIONER ☐ Tinker gets ready to take over at NBC and Severino settles in at ABC as the battle to wrest the number one spot in ratings and dollars from CBS begins to heat up. **PAGE 27.**

SWEEP SUMMARY ☐ The Arbitron May figures show increases for CBS and NBC and a decrease for ABC in 216 markets. **PAGE 28.**

SPECIAL REPORT

KUDOS COLLECTION ☐ BROADCASTING's fifth annual awards issue features a roundup of the major national honors handed out in the last year to radio, television and cable. **PAGE 33.**

LAW & REGULATION

LONG COPYRIGHT SUMMER ☐ At the first day of six weeks of hearings on how to divide the 1979 cable fund of $15 million, the MPAA's Valenti testifies that cable's prosperity is due to syndicated programing and that syndicators should get 80% of the money. **PAGE 62.**

BUSINESS

PREDICTIONS PROVE TRUE ☐ Columbia Pictures and the Outlet Co. come to terms on a merger that will combine Outlet's five TV and seven radio outlets with Columbia's five radio stations in a deal worth about $165 million. **PAGE 65.**

TECHNOLOGY

TRANSPONDER JUGGLING ☐ After getting Comstar I and II in the same orbital slot last month, RCA has switched transponder assignments of Cable Net Two to the second Comstar. **PAGE 70.**

JOURNALISM

BUSINESS-JOURNALISM RAPPORT ☐ A survey by the American Management Association of journalists, business executives and PR turns up disagreement on media coverage of industry. **PAGE 73.**

PROGRAMING

PRIZE FUNDING ☐ Annual awards for programing that promote "human values," funded by the Lilly Endowment and Capital Cities Communications, will now be supported by new endowment with the support of other broadcasters including Metromedia, Westinghouse, Times Mirror, LIN, Outlet, Hearst and Meredith. **PAGE 74.**

1969

THE 'BROADCASTING' YEARS ☐ Broadcasters found little to cheer in a year that saw the Supreme Court uphold the constitutionality of the fairness doctrine in the Red Lion decision, the Nixon administration launch a public campaign to discredit broadcast journalists and the tobacco interests decide to drop their $230-million-per-year cigarette advertising in response to Senate threats to put clamps on cigarette marketing. **PAGE 77.**

PROFILE

AN EYE ON TOMORROW ☐ Jack Schmitt has been around. The former astronaut was on the moon in 1972 and now is in Congress. One of his main concerns is communications, with the New Mexico senator authoring the radio deregulation bill, S. 270. **PAGE 103.**

Index to departments

Business Briefly 10
Changing Hands 66
Closed Circuit 9
Datebook 16
Editorials 106
Fates & Fortunes 99
For the Record 81
In Sync 72
Monday Memo 15
Monitor 74
News Beat 73
Open Mike 21
Playback 75
Stock Index 69

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $30 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ Accuracy In Media 50 ☐ American Chiropractic Association 51 ☐ American Petroleum Institute 70 ☐ Ampex 36-37 ☐ Associated Press 17 ☐ Association of American Railroads 76 ☐ Beck-Ross Communications Inc. 21 ☐ Blackburn & Co. 66 ☐ Broadcast Electronics 58 ☐ Columbia Pictures 43 ☐ Continental Broadcasting Network 6-7 ☐ Continental Electronics 72 ☐ Creative Factor 65 ☐ Delta Airlines 56 ☐ Fiscal Policy Council 38 ☐ Frazier, Gross & Kadlec 14 ☐ Gabriel Awards 40 ☐ Gammon, Camfield & Ninowski 81 ☐ Gaylord Broadcasting Co. 35 ☐ Home Theater Network 60 ☐ Independent Television Corp. 11-13 ☐ Infocom Broadcast Services Inc. 61 ☐ KTJL-TV 41 ☐ Lorimar Productions 53-55 ☐ MCA-TV 8 ☐ Marketing Evaluations Inc. 63 ☐ Mobil Back Cover ☐ More Music Programing 73 ☐ Mutual Broadcasting System 4 ☐ National Coal Association 42 ☐ Prikryle Media Investments 68 ☐ RKO Radio Inside Back Cover ☐ RKO Television 32 ☐ Cecil L. Richards 67 ☐ Satellite Communications Network 3 ☐ Sherwood, Hennes & Assocs. Inc. 99 ☐ Smith & Wesson 31 ☐ Storer 44-45 ☐ D.L. Taffner Syndication 48-49 ☐ Tandem 57-59 ☐ William B. Tanner 101 ☐ Teleworld Inc. 22 ☐ Trident TV Assocs. Inc. 16, 18, 20 ☐ WHAS-TV 39 ☐ WTOG-TV Front Cover ☐ Warner Brothers Television 19 ☐ Western Cities Inside Front Cover ☐ Westwood One 10 ☐ World Wide Bingo 1 ☐

Arbitron May sweeps show gains for CBS and NBC, drop for ABC

Homes viewing network television in prime time during Arbitron's May sweep of local markets rose 2.4% over the figure for the May 1980 sweep.

Whether the household rating increase was "real," however, was not clear, for in compiling its latest reports Arbitron used updated figures that, based on the 1980 U.S. census, totaled 2.5% more TV homes than would otherwise have been the case (BROADCASTING, June 15).

The figures, compiled by CBS researchers from Arbitron reports for 216 markets, showed 36,274,000 homes viewing network television during the average prime-time quarter-hour, up from 35,432,000 a year earlier.

On the basis of national ratings for the period covered by the sweeps, CBS had been projected as the winner (BROADCASTING, June 1)—as it proved to be—but ABC had been cast slightly ahead of NBC, whereas in the sweep reports NBC came out slightly ahead of ABC.

Homes reached by CBS affiliates averaged 12,658,000 per quarter-hour, up 3.4% from May 1980. NBC affiliates averaged 11,868,000, a gain of 5.6%, while ABC affiliates averaged 11,748,000, a decline of 1.7%.

CBS researchers calculated that in the 140 markets with three or more stations, CBS affiliates took first place in 62, down from 63.5 in May 1980; NBC affiliates were first in 42.5, up from 31 a year ago, and ABC affiliates were first in 35.5, down from 43.5. (Half-points derived from ties: In two-way ties for first place, for example, each network received half a point and also tied for second; three-way ties were worth three-tenths of a point for each network.)

In addition, CBS affiliates placed second in 48.5 markets, up from 44.5 a year ago, while NBC affiliates were second in 53.5, down from 54.5, and ABC affiliates were second in 38, down from 39. Third place was occupied by CBS affiliates in 29.5 markets, virtually unchanged from last year's 30; by NBC affiliates in 44, down from 52.5, and by ABC affiliates in 66.5, up from 55.5.

The CBS analysis also showed that CBS affiliates made gains in homes reached in 103 markets, compared with a year ago, while 57 CBS affiliates showed declines and 17 showed no change. For NBC, 117 showed gains, 40 declines and 19 no change. For ABC it was gains for 59, declines for 96 and no change for 21.

Ninety-seven of the top 100 markets have three network affiliates. In these CBS placed first in 44, second in 34 and third in 19. NBC was first in 30, second in 34 and third in 33. ABC was first in 26, second in 28 and third in 43.

While the bulk of the CBS analysis related to prime time, one section examined affiliate performance on an almost all-day basis—9 a.m. to midnight. On that basis, in terms of homes reached per average hour, CBS affiliates placed first in 67.5 markets (up from 61.5 in May 1980); NBC affiliates were first in 30.1 (down from 39.5), and ABC affiliates were first in 42.1 (up from 37.0). Second-place rank was divided: CBS 42.6, NBC 48.1 and ABC 49.1. In third place it was CBS 29.6, NBC 61.6 and ABC 48.6.

□

The chart below was developed by BROADCASTING from CBS researchers' compilations of Arbitron's May 1980 and 1981 reports. Household numbers are in thousands (add 000) per average prime-time quarter-hour (Monday-Saturday 8-11 p.m. and Sunday 7-11 p.m.). Percentage change for 216 markets for the April 29 to May 26 sweep period is also included. A dash (—) indicates no primary affiliate in market. An asterisk (*) denotes affiliation change between the May 1980 and 1981 sweeps.

	ABC			CBS			NBC		
ADI	1980	1981	% change	1980	1981	% change	1980	1981	% change
Abilene-Sweetwater, Tex.	13	10	−23.1	14	12	−14.3	28	**27**	− 3.6
Albany, Ga.	—	—	—	—	—	—	48	**51**	+ 6.2
Albany-Schenectady-Troy, N.Y.	78	71	− 9.0	67	57	−15.0	81	**79**	− 2.5
Albuquerque, N.M.	53	**57**	+ 7.5	42	42	NC	45	43	− 4.5
Alexandria, La.	—	—	—	—	—	—	28	**29**	+ 3.5
Alexandria, Minn.	—	—	—	—	—	—	34	**36**	+ 5.8
Alpena, Mich.	—	—	—	5	**7**	+ 1.4	—	—	—
Amarillo, Tex.	33	**29**	−12.2	19	21	+10.5	27	28	+ 3.7
Anchorage	10	10	NC	11	**11**	NC	10	**11**	+ 1.1
Anniston, Ala.	—	—	—	11	**15**	+36.3	—	—	—
Ardmore-Ada, Okla.	13	9	−30.8	25	**24**	−4.0	—	—	—

	ABC			CBS			NBC		
ADI	1980	1981	% change	1980	1981	% change	1980	1981	% change
Eureka, Calif.	9	8	−11.2	8	**10**	+25.0	—	—	—
Evansville, Ind.	48	**47**	− 2.1	33	36	+ 9.0	31	38	+22.5
Fargo, N.D.	23	20	+13.1	31	25	−19.4	31	**30**	− 3.3
Farmington, N.M.	—	—	—	—	—	—	4	**5**	+25.0
Flagstaff, Ariz.	—	—	—	—	—	—	5	**5**	NC
Flint-Saginaw-Bay City, Mich.	83	**85**	+ 2.4	40	41	+ 2.5	83	79	− 4.9
Florence, S.C.	—	11	—	40	**46**	+15.0	—	—	—
Fort Myers-Naples, Fla.	14	15	+ 7.1	31	**28**	−19.7	21	25	+19.0
Fort Smith, Ark.*	15	11	−26.7	11	**28**	+154.5	28	24	−50.0
Fort Wayne, Ind.	37	**40**	+ 8.1	36	36	NC	29	30	+ 3.4
Fresno, Calif.	47	47	NC	45	**52**	+15.5	46	46	NC

Atlanta *	116	158	+36.2	158	**162**	+ 2.5	169	143	-15.4
Augusta, Ga.	42	**43**	+ 2.3	34	41	+20.5	11	16	+45.4
Austin, Tex.	31	35	+12.9	43	**51**	+18.6	25	34	+36.0
Bakersfield, Calif.*	22	20	- 9.1	16	14	-12.5	17	**21**	+23.5
Baltimore	162	**158**	- 2.5	154	148	- 3.9	143	136	- 4.9
Bangor, Me.	16	14	-12.5	24	**22**	- 8.4	20	18	- 5.9
Baton Rouge	51	**50**	- 2.0	54	**50**	- 7.5	27	28	+ 3.7
Beaumont-Port Arthur, Tex.	29	26	-10.4	40	**41**	+ 2.5	32	35	+ 9.3
Bend, Ore.	—	—	—	—	**3**	—	3	—	—
Billings, Mont.	14	12	-14.3	14	**15**	+ 7.1	—	3	—
Biloxi-Gulfport, Miss.	28	**27**	- 3.6	—	—	—	—	—	—
Binghamton, N.Y.	13	10	-23.1	41	**43**	+ 4.8	17	18	+ 5.8
Birmingham, Ala.	117	100	-14.6	37	42	+13.5	79	**101**	+27.8
Bluefield-Beckley-Oak Hill, W.Va.	22	24	+ 9.0	—	—	—	31	**26**	-16.2
Boise, Idaho	17	21	+23.5	20	21	+ 5.0	24	**25**	+ 4.1
Boston	300	271	- 9.7	267	**300**	+12.3	238	230	- 3.4
Bowling Green, Ky.	20	**21**	+ 5.0	—	—	—	—	—	—
Bristol-Kingsport-Johnson City, Tenn.	20	18	-10.0	52	54	+ 3.8	64	**75**	+17.1
Buffalo, N.Y.	98	**94**	- 4.1	98	91	- 7.2	89	73	-18.0
Burlington, Vt.-Plattsburgh, N.Y.	15	15	NC	44	**47**	+ 6.8	26	28	+ 7.6
Casper-Riverton, Wyo.	16	**14**	-12.5	—	5	—	2	2	NC
Cedar Rapids-Waterloo, Iowa	44	43	- 2.3	43	44	+ 2.3	47	**50**	+ 6.3
Charleston, S.C.	31	27	-13.0	39	**36**	- 7.7	29	29	NC
Charleston-Huntington, W.Va.	68	65	- 4.5	83	90	- 8.4	103	**119**	+15.5
Charlotte, N.C.	90	87	- 3.4	120	**118**	- 1.7	36	44	+22.2
Charlottesville, Va.	—	—	—	—	—	—	8	**3**	-62.5
Chattanooga	47	43	- 8.6	52	53	- 1.9	53	**62**	+16.9
Cheyenne, Wyo.	—	—	—	19	**18**	- 5.3	—	—	—
Chicago	458	**457**	- 0.3	408	439	+ 7.5	395	422	+ 6.8
Chico-Redding, Calif.	24	**26**	+ 8.3	20	22	+10.0	—	—	—
Cincinnati	108	101	- 6.5	114	**117**	+ 2.6	110	103	- 6.4
Clarksburg-Weston, W.Va.	20	—	—	21	**21**	NC	—	17	—
Cleveland	253	**248**	- 2.0	211	219	+ 3.7	200	209	+ 4.5
Colorado Springs-Pueblo	37	**38**	+ 2.7	32	31	- 3.2	31	32	+ 3.2
Columbia, S.C.	20	22	+10.0	21	25	+19.0	60	**63**	+ 5.0
Columbia-Jefferson City, Mo.	12	14	+16.6	24	**26**	+ 8.3	25	**26**	+ 4.0
Columbus, Ga.	46	38	-17.4	38	**44**	+15.7	17	14	-17.7
Columbus, Ohio	101	91	-10.0	109	**123**	+12.8	85	93	+ 9.4
Columbus-Tupelo, Ms.	—	—	—	26	22	-15.4	43	**42**	- 2.4
Corpus Christi, Tex.	24	**23**	- 4.2	21	22	+ 4.7	20	22	+10.0
Dallas-Fort Worth	197	200	+ 1.5	204	**229**	+12.2	176	199	+13.0
Davenport, Rock Is.-Moline, Ill.	47	48	+ 2.1	53	**54**	+ 1.8	52	52	NC
Dayton, Ohio	72	77	+ 6.9	94	**94**	NC	55	61	+10.9
Denver	126	**136**	+ 7.9	106	122	+15.0	110	127	+15.4
Des Moines	47	47	NC	59	**64**	+ 8.4	48	54	+12.5
Detroit	293	**316**	+ 7.8	259	280	+ 8.1	260	267	+ 2.6
Dothan, Ala.	9	8	-11.2	38	**36**	+ 5.3	—	—	—
Dubuque, Iowa	5	**4**	-20.0	—	—	—	—	—	—
Duluth, Minn.-Superior, Wis.	26	25	- 3.9	34	**32**	- 5.9	24	24	NC
El Centro, Calif.-Yuma, Ariz.	—	—	—	5	4	-20.0	5	**5**	NC
El Paso	24	22	- 8.4	21	23	+ 9.5	24	**24**	NC
Elmira, N.Y.	13	11	-15.4	—	—	—	12	**13**	+ 8.3
Erie, Pa.	25	23	- 8.0	24	22	- 8.4	31	**33**	+ 6.4
Eugene, Ore.	32	29	- 9.4	—	—	—	30	**35**	+16.6
Gainesville, Fla.	15	**13**	-13.4	—	—	—	—	—	—
Grand Junction, Colo.	5	6	+20.0	14	**14**	NC	—	—	—
Grand Rapids-Kalamazoo, Mich.	55	57	+ 3.6	79	**89**	+12.6	80	86	+ 7.5
(Extra ABC affiliate)									
Great Falls, Mont.	10	12	+20.0	12	**13**	+ 8.3	—	—	—
Green Bay, Wis.	58	55	- 5.2	55	60	+ 9.0	63	**65**	+ 3.1
Greensboro-Winston Salem, N.C.	75	79	+ 5.3	85	**93**	+ 9.4	73	84	+15.0
Greenville-New Bern, N.C.	25	26	+ 4.0	39	47	+20.5	51	**61**	+19.6
Greenville-Spartanburg, S.C.	80	76	- 5.0	99	97	- 2.1	106	**113**	+ 6.6
Greenwood-Greenville, Miss.	20	**16**	-20.0	—	5	—	—	—	—
Harrisburg, Pa.	56	**54**	- 3.6	40	39	- 2.5	—	—	—
Lancaster-Lebanon, Pa.	—	—	—	21	22	+ 4.7	87	**89**	+ 2.2
York, Pa.	—	—	—	10	**11**	+ 1.0	—	—	—
Harrisonburg, Va.	20	**15**	-25.0	—	—	—	—	—	—
Hartford-New Haven, Conn.	146	133	- 9.0	142	**140**	- 1.5	56	48	-14.3
(Extra NBC affiliate)							10	10	NC
Helena, Mont.	—	—	—	—	—	—	3	**3**	NC
Houston	176	178	+ 1.1	174	202	+16.0	155	**203**	+30.9
Huntsville-Decatur-Florence, Ala.	39	36	- 7.7	50	**45**	- 8.0	25	32	+28.0
(Extra NBC affiliate)							7	7	NC
Idaho Falls-Pocatello	11	10	- 9.1	16	**15**	- 6.3	17	14	17.7
Indianapolis	115	120	+ 4.3	125	**127**	+ 1.6	119	121	+ 1.6
Jackson, Miss.	22	22	NC	49	47	- 4.1	51	**60**	+17.6
Jackson, Tenn.	22	**20**	- 9.1	—	—	—	—	—	—
Jacksonville, Fla.	47	47	NC	76	**70**	- 7.9	49	39	-20.5
Johnstown-Altoona, Pa.	—	—	—	59	61	+ 3.3	70	**73**	+ 4.2
Jonesboro, Ark.	23	**22**	- 4.4	—	—	—	—	—	—
Joplin, Mo.-Pittsburg, Kan.	28	29	+ 3.5	21	18	-14.3	36	**40**	+11.1
Kansas City, Mo.	112	102	- 9.0	111	103	- 7.3	105	**111**	+ 5.7
Knoxville, Tenn.	57	64	+12.2	79	**82**	+ 3.7	35	42	+20.0
La Crosse-Eau Claire, Wis.	9	13	+44.4	31	30	- 3.3	30	**38**	+26.6
Lafayette, Ind.	—	—	—	12	**10**	-16.7	—	—	—
Lafayette, La.	41	35	-14.7	48	**49**	+ 2.0	—	—	—
Lake Charles, La.	—	—	—	—	—	—	31	**32**	+ 3.2
Lansing, Mich.	—	—	—	55	**54**	- 1.9	36	38	+ 5.5
Laredo, Tex.	—	—	—	5	4	-20.0	6	**5**	-16.7
Las Vegas	21	28	+33.3	22	28	+27.2	20	**29**	+45.0
Laurel-Hattiesburg, Miss.	—	—	—	—	—	—	25	**28**	+12.0
Lexington, Ky.	28	36	+28.5	52	**54**	+ 3.8	45	51	+13.3
Lima, Ohio	—	—	—	—	—	—	14	**11**	-21.5
Lincoln-Hastings-Kearney, Neb.	30	28	- 6.7	47	**48**	+ 2.1	14	17	+21.4
Little Rock, Ark.	78	77	- 1.3	66	73	+10.6	70	**86**	+22.8
Los Angeles	573	**515**	-10.2	471	448	- 4.9	540	490	- 9.3
Louisville, Ky.	55	65	+18.1	84	90	+ 7.1	77	**92**	+19.4
Lubbock, Tex.	17	20	+17.6	23	25	+ 8.6	26	**28**	+ 7.6
Macon, Ga.	—	—	—	37	**40**	+ 8.1	17	16	- 5.9
Madison, Wis.	28	31	+10.7	40	**47**	+17.5	31	35	+12.9
Mankato, Minn.	—	—	—	16	**12**	-25.0	—	—	—
Marquette, Mich.	—	—	—	18	**17**	- 5.6	—	—	—
McAllen-Brownsville, Tex.	26	26	NC	22	**33**	+50.0	—	—	—
Medford, Ore.	26	**29**	+11.5	—	18	—	20	—	—
Memphis	73	73	NC	103	**123**	+19.4	82	106	+29.2
Meridian, Miss.	18	**16**	-11.2	9	9	NC	—	—	—

	ABC			CBS			NBC		
ADI	1980	1981	% change	1980	1981	% change	1980	1981	% change
Miami	156	144	− 7.7	164	**173**	+ 5.4	142	153	+ 7.7
Miles City-Glendive, Mont.	—	—	—	1	**1**	NC	1	0	−100.0
Milwaukee	109	**119**	+ 9.1	104	111	+ 6.7	93	105	+12.9
Minneapolis	140	147	+ 5.0	143	**169**	+18.1	98	102	+ 4.0
Minot-Bismarck-Dickinson, N.D.	—	—	—	21	24	+14.2	22	**29**	+31.8
Missoula-Butte, Mont.	22	**24**	+ 9.0	—	—	—	16	22	+37.5
Mobile, Ala.-Pensacola, Fla.	63	62	− 1.6	87	**86**	− 1.2	54	61	+12.9
Monroe, La.-El Dorado, Ark.	23	23	NC	60	**55**	− 8.4	6	8	+33.3
Montgomery, Ala.	14	13	− 7.2	17	22	+29.4	55	**57**	+ 3.6
Nashville	83	76	− 8.5	125	**130**	+ 4.0	113	112	− 0.9
New Orleans	90	84	− 6.7	115	**121**	+ 5.2	87	91	+ 4.5
New York	1014	**917**	− 9.6	898	853	− 5.1	856	883	+ 3.1
Norfolk-Portsmouth, Va.	70	70	NC	82	**81**	− 1.3	70	72	+ 2.8
North Platte, Ind.	—	—	—	—	—	—	6	**6**	NC
Odessa-Midland, Tex.	15	8	−46.7	21	**23**	+ 9.5	22	21	− 4.6
Oklahoma City	63	63	NC	71	75	+ 5.6	72	**80**	+11.1
Omaha	60	**63**	+ 5.0	56	57	+ 1.7	51	60	+17.6
Orlando-Daytona, Fla.	83	**99**	+19.2	77	87	+12.9	83	95	+14.4
Ottuma, Iowa-Kirksville, Mo.	17	**17**	NC	—	—	—	—	—	—
Paducah, Ky.-Cape Girardeau, Mo	29	29	NC	60	**68**	+13.3	55	58	+ 5.4
Palm Springs, Calif.	6	**6**	NC	—	—	—	5	5	NC
Panama City, Fla.	18	17	− 5.6	—	—	—	18	**21**	+16.6
Parkersburg, W. Va.	—	—	—	—	—	—	6	**5**	−16.7
Peoria, Ill.	36	35	− 2.8	35	35	NC	37	**38**	+ 2.7
Philadelphia	440	**435**	− 1.2	355	354	− 0.3	289	308	+ 6.5
Phoenix	87	90	+ 3.4	85	**93**	+ 9.4	85	**93**	+ 9.4
Pittsburgh	224	**244**	+ 8.9	226	218	− 3.6	137	146	+ 6.5
Portland, Ore.	111	**122**	+ 9.9	112	112	NC	96	104	+ 8.3
Portland-Poland Springs, Me.	44	**45**	+ 2.2	38	40	+ 5.2	43	43	NC
Presque Isle, Me.	—	—	—	9	**6**	−33.4	—	—	—
Providence, R.I.-New Bedford, Mass.	104	96	− 7.7	68	75	+10.2	113	**105**	− 7.1
Quincy, Ill.-Hannibal, Mo.	—	—	—	29	30	+ 3.4	28	**33**	+17.8
Raleigh-Durham, N.C.	83	93	+ 1.2	94	**97**	+ 3.1	28	29	+ 3.5
Rapid City, S.D.	11	13	+18.1	—	—	—	23	**26**	+13.0
Reno	21	**23**	+ 9.5	17	18	+ 5.8	17	17	NC
Richmond, Va.	52	63	+21.1	73	**83**	+13.6	55	65	+18.1
Roanoke-Lynchburg, Va.	33	28	−15.2	68	**78**	+14.7	49	64	+30.6
Rochester, N.Y.	54	**53**	− 1.9	52	45	−13.5	46	42	− 8.7
Rochester, Minn.-Mason City, Iowa	24	21	−12.5	19	20	+ 5.2	17	**24**	+41.1
Rockford, Ill.	34	**28**	−17.7	26	25	− 3.9	28	23	−17.9
Roswell, N.M.	—	—	—	**11**	11	NC	—	—	—
Sacramento-Stockton, Calif.	131	**123**	− 6.2	102	101	− 1.0	112	116	+ 3.5
St. Joseph, Mo.	16	**16**	NC	—	—	—	—	—	—
St. Louis	142	151	+ 6.3	157	**169**	+ 7.6	136	156	+14.7
Salinas-Monterey, Calif.	57	**45**	−21.1	17	21	+23.5	25	24	− 4.0
Salisbury, Md.	7	10	+42.8	18	**18**	NC	—	—	—
Salt Lake City	68	70	+ 2.9	75	**87**	+ 1.1	71	70	− 1.5
San Angelo, Tex.	—	—	—	8	**7**	−12.5	—	—	—
San Antonio, Tex.	73	74	+ 1.3	80	**80**	NC	66	70	+ 6.0
San Diego	104	**92**	−11.6	96	88	− 8.4	65	64	− 1.6
San Francisco	277	**257**	− 7.3	250	240	− 4.0	205	203	− 1.0
Santa Barbara-Santa Maria, Calif.	26	**22**	−15.4	15	14	− 6.7	17	14	−17.7
Savannah, Ga.	19	17	−10.6	37	**39**	+ 5.4	34	34	—
Seattle-Tacoma, Wash.	144	**154**	+ 6.9	120	110	− 8.4	124	137	+10.4
(Bellingham, Wash.)	—	—	—	3	**5**	+66.6	—	—	—
Selma, Ala.	—	—	—	7	**7**	NC	—	—	—
Shreveport, La.-Texarkana, Tex.	61	60	− 1.7	76	**83**	+ 9.2	53	67	+26.4
Sioux City, Iowa	31	**29**	− 6.5	9	11	+22.2	23	26	+13.0
Sioux Falls-Mitchell, S.D.	13	11	−15.4	47	**52**	+10.6	33	35	+ 6.0
South Bend-Elkhart, Ind.	43	46	+ 6.9	46	50	+ 8.6	46	**52**	+13.0
Spokane, Wash.	46	45	− 2.2	44	48	+ 9.0	45	**51**	+13.3
Springfield, Mass.	57	**48**	−15.8	—	—	—	40	40	NC
Springfield, Mo.	19	18	− 5.3	51	55	+ 7.8	56	**62**	+10.7
Springfield-Decatur-Champaign, Ill.	46	48	+ 4.3	54	**58**	+ 7.4	54	**58**	+ 7.4
Syracuse, N.Y.	55	50	− 9.1	70	62	−17.5	66	**68**	+ 3.0
Tallahassee, Fla.	10	10	NC	46	**50**	+ 8.6	—	—	—
Tampa-St. Petersburg, Fla.	111	126	+13.5	171	**199**	+16.3	142	158	+11.2
Terre Haute, Ind.	12	12	NC	37	37	NC	34	**40**	+17.6
Toledo, Ohio	63	61	− 3.2	79	75	− 5.1	74	**78**	5.4
Topeka, Kan.	—	—	—	28	**31**	+10.7	22	20	− 9.1
Traverse City-Cadillac, Mich.	16	14	−12.5	35	**39**	+25.8	23	31	+34.7
Tucson, Ariz.	36	37	-	31	32	+ 3.2	36	**39**	+ 8.3
Tulsa, Okla.	73	62	−15.1	67	**63**	− 6.0	49	59	+20.4
Tuscaloosa, Ala.	—	—	—	7	**9**	+28.5	—	—	—
Twin Falls, Idaho	—	—	—	—	—	—	10	**9**	−10.
Tyler, Tex.	35	**31**	−11.5	—	—	—	—	—	—
Utica, N.Y.	14	12	−14.3	—	—	—	26	**23**	−11.6
Victoria, Tex.	4	**3**	−25.0	—	—	—	—	—	—
Waco-Temple, Tex.	42	**37**	−12.0	—	—	—	31	31	NC
Washington	174	205	+17.8	224	**228**	+ 1.7	174	198	+13.7
Watertown-Carthage, N.Y.	—	—	—	20	**20**	NC	—	—	—
Wausau-Rhinelander, Wis.	22	21	− 4.6	30	**31**	+ 3.3	11	11	NC
West Palm Beach, Fla.	39	39	NC	9	12	+33.3	44	**51**	+15.9
Wheeling, W. Va.-Steubenville, Ohio	—	—	—	47	**55**	+17.0	48	42	−12.5
Wichita-Hutchinson, Kan.	58	52	−10.4	63	60	− 4.8	57	**63**	+10.5
Wichita Falls, Tex.-Lawton, Okla.	23	21	− 8.7	28	**27**	− 3.6	25	26	+ 4.0
Wilkes Barre-Scranton, Pa.	91	**86**	− 5.5	61	52	−14.8	71	75	+ 5.6
Wilmington, N.C.	24	**13**	−45.9	—	—	—	51	54	+ 5.8
Yakima, Wash.	21	21	NC	26	**26**	NC	20	21	+ 5.0
Youngstown, Ohio	43	43	NC	55	**48**	−12.8	41	42	+ 2.4
Zanesville, Ohio	—	—	—	—	—	—	8	**9**	+12.5

ness-related information, will play the role of business advocate.

Programing to be offered includes the airing of congressional hearings concerning business activity; speeches by administration and business leaders; debates on policy issues, and economic analyses.

The network's studio and production facilities will be located at the chamber's Telecommunications Center—a multimillion-dollar project currently under construction in Washington.

The center will have state-of-the-art television and radio production studios, according to Adams. The 60-foot-by-90-foot TV studio will have six Ikegami broadcast cameras, a CMX-340 editing system and a Chyron character generator. Adams said the center should be complete by summer's end.

Initially, the chamber intends to lease transponder time on a satellite. The transponder will beam a scrambled signal that can be picked up only by subscribers with a satellite receiving dish and decoder. Depending on the amount of business that the network can draw, the chamber may buy its own transponder, Adams said.

Preliminary programing on BizNet may start as early as December, and will consist of one-way video (two-way audio) teleconferencing. Programing services other than teleconferencing probably won't be aired for another year.

The U.S. Chamber of Commerce is not new to the programing business. For the last 20 years it has produced a half-hour weekly radio program entitled ***What's the Issue,*** which is carried by the Mutual Broadcasting System and syndicated directly to 300 additional radio stations. It also produces a weekly television show, ***It's Your Business,*** which is syndicated to 137 TV stations.

Initially, BizNet will not be in the program syndication business (and the chamber's two current syndicated programs will remain separate from the proposed network). Adams said that the chamber would consider providing future BizNet program services to radio and television stations. "But that's secondary," he said, adding that the foremost goal of BizNet is to "tie together the business community. ... it's more designed for closed circuit activity."

Writers still walking Hollywood picket line

Strike now four months old; some say settlement within reach

There was little progress reported last week in the four-month-old writers' strike, but sources on both sides indicated an agreement might be within reach during the next two weeks. Talks between representatives of the Writers Guild of America and major producers resumed June 30, but broke down before the day was out. Striking writers were back on the picket line last week and no new talks were scheduled.

Despite the apparent impasse, one WGA negotiator said last week, "The hardline philosophical battle on pay TV is over ... We won that fight when the companies agreed to a recoupment formula." Writers have been asking for 2.5% of gross revenues for a pay TV program after the producer has recouped $1.15 million per hour of programing, a modification from earlier proposals. A management spokesman agreed last week the issue for both parties is minimums. Producers are offering pay hikes of 12% the first year, 11% the second, and 10% the third. Writers are asking for at least the same increase the Directors Guild of America received last month, 12% for the first year, 12% for the second, and 11% for the third.

In the meantime, WGA President Melville Shavelson asked members of the guild to step up pressure on the sponsors of the Emmy awards of the Academy of Television Arts and Sciences. The Emmy awards are scheduled to be broadcast live by CBS on Sept. 13. Shavelson is asking WGA members to withhold their participation in the program, by refusing to cast ballots for nominees, refusing to write the program, and not granting waivers for film clips involving WGA members.

The list of independent Hollywood production companies signing contracts with the WGA climbed to 178 last week, including the first company to desert the producers' multiemployer bargaining unit, Robert Radnitz Productions, a member of the Motion Picture Association of America, which signed early last week.

Ratings Roundup

The summer rating patterns continued during the week ended July 5. CBS-TV was first in prime time with a 13.7 rating and 29 share. ABC-TV was second (12.6/26) and NBC-TV trailed (10.8/23).

Of the week's 66 programs, only six were first run—the highest-scoring original being ABC News's *20/20* which earned a 20.0/38. ABC was the only network to have shows reach the 20-rating mark or above. In addition to *20/20,* they were reruns of *Three's Company* (20.5/39) and *Too Close for Comfort* (20.4/37).

During the week, CBS won Monday, Friday and Sunday; ABC took Tuesday, Thursday and Saturday, and NBC kept its hold on Wednesday.

The highest nightly score went to ABC on Tuesday with its regular line-up of *Happy Days, Laverne & Shirley, Three's Company, Too Close for Comfort* and *Hart to Hart*—all reruns—earning an 18.6/36. NBC had the week's low on Saturday, with *Barbara Mandrell* (10.7/29) coupled with the week's lowest performance by a *Woodstock ... Re-Lived* special (5.3/14) for a 7.1/19 average.

CBS, however, had the consistency. Some nightly wins were better than others but, unlike ABC and NBC, CBS did not have an evening when its rating dropped below a 10.

While summer generally is a low rating time for the networks, NBC continued to wallow in the doldrums. A week earlier it scored a 10.9 rating—its lowest since last August ("Ratings Roundup," July 6). And for the week ended July 5, it was down even farther, to a 10.8 Its share, however, was up slightly, from 22 to 23.

The First 20

1.	*Three's Company*	ABC	20.5/39
2.	*Too Close for Comfort*	ABC	20.4/37
3.	*20/20*	ABC	20.0/38
4.	*60 Minutes*	CBS	19.6/44
5.	*M*A*S*H*	CBS	19.6/37
6.	*Hart to Hart*	ABC	19.1/36
7.	*House Calls*	CBS	19.1/34
8.	*Trapper John, M.D.*	CBS	18.3/36
9.	*Laverne & Shirley*	ABC	17.1/35
10.	*Diff'rent Strokes*	NBC	17.1/32
11.	*Facts of Life*	NBC	17.1/31
12.	*Dukes of Hazzard*	CBS	16.5/40
13.	*Lou Grant*	CBS	16.3/32
14.	*Taxi*	ABC	16.1/31
15.	*Quincy, M.E.*	NBC	15.8/29
16.	*The Jeffersons*	CBS	15.5/28
17.	*Happy Days*	ABC	15.4/33
18.	*Bosom Buddies*	ABC	14.9/31
19.	*Barney Miller*	ABC	14.9/30
20.	"Make Me An Offer" (movie)	ABC	14.8/27

The Final Five

62.	*Sanford*	NBC	7.4/16
63.	*Eight is Enough*	ABC	7.2/19
64.	*Beggarman, Thief (Part II)* (movie)	NBC	6.2/15
65.	*Roots: The Next Generations* (mini-series)	ABC	5.9/13
66.	*Woodstock. . .Re-Lived* special	NBC	5.3/14

Play Back

Growth signs. Southern Broadcasting Co., subsidiary of Harte-Hanks media group, has changed name to Harte-Hanks Radio Inc. and moved its headquarters from Winston-Salem, N.C. to Phoenix. Name change reflects company's growth from regional to national operation, according to Robert Marbut, president, Harte-Hanks Communications Inc.

□

First fives. The top five songs in **contemporary radio airplay,** as reported by BROADCASTING's *Playlist:* (1) *Bette Davis Eyes* by Kim Carnes on EMI/America; (2) *The One That You Love* by Air Supply on Arista; (3) *All Those Years Ago* by George Harrison on Dark Horse; (4) *The Greatest American Hero* by Joey Scarbury on Elektra; (5) *I Don't Need You* by Kenny Rogers on Liberty. The top five in **country radio airplay:** (1) *Feels So Right* by Alabama on RCA; (2) *I Was Country When Country Wasn't Cool* by Barbara Mandrell on MCA; (3) *Loving Her Was Easier* by Tompall & the Glaser Brothers on Elektra; (4) *Prisoner Of Hope* by Johnny Lee on Full Moon/Asylum; (5) *The Many Lovers* by Crystal Gayle on Columbia.

BEST COPY AVAILABLE

Okla. Action June 19.

■ KBUG(AM) Springfield, Mo. (AM: 1060 khz, 500 kw-D)—Granted transfer of control of Dixon Broadcasting Inc. from Larry Dixon (52.7% before; 14.2% after) to Herbert R. Cohen and wife, Thelma A. (42.9% before, 85.5% after) consideration: $180,000. Principals: Seller is Larry Dixon (52.7%). Majority stockholder is unable to invest new capital into station. Buyer is Herbert and Thelma Cohen, who will assume debt service in exchange for majority control. Action June 19.

■ KTNC-AM-FM Falls City, Neb. (AM: 1230 khz, 500 w-D, 250 w-N; FM: 95.3 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Southwest Nebraska Broadcasting Inc. to C.R. Communications Inc. for $270,000 Seller: Edwin S. Towle III (100%), who has no other broadcast interests. Buyer: Charles A. Radatz (56%), Larry A. Lamont (25%) and Richard F. Morrissey (19%). Radatz is sales manager at WKTS(AM) Sheboygan, Wis., Lamont is techincal school teacher. Morrissey is Sheboygan oral surgeon. They have no other broadcast interests. Action June 18.

■ KWEN(FM) Tulsa, Okla. (FM: 95.5 mhz, 100 kw, ant. 300 ft.)—Granted assignment of license from KWEN Inc. to Katz Broadcasting of Tulsa Inc. for $3,050,000 . Seller: principally owned by Ron Curtis, who also owns KOKY(AM)-KLAZ(FM) Little Rock, Ark. Buyer: Subsidiary of Katz Agency Inc., New York-based station representative; James Greenwald is chairman. It is also new TV applicant for Omaha, Neb. (BROADCASTING, Dec. 17, 1979). Action June 18.

■ WPPC(AM) Penuelas, P.R. (AM: 1570 khz, 1 kw-D)—Granted assignment of license from Penuelas Broadcasting Corp. to Ponce Gospel Broadcasting Corp. for $125,000. Seller: Lucas P. Valdivieso (32.50%). Eric A. Gonzalez (48.75%) and Vincente Pierantoni (18.75%). They have no other broadcast interests. Buyer: Jose Irizarry-Carballo, president (40%); Jose Hernandez-Santiago, vice president, and Felix Medina-Sierra, Secretary-treasurer (30% each). Irizarry is baker. Hernandez is cabinet maker and Medina radio and television producer, all Ponce, Puerto Rico. They have no other ownership interests. Action June 18.

■ WYNN(AM) Florence, S.C. (AM: 540 khz, 250 W-D). Control (85%) sold by John F. Maurer, his son, John G., and Agnes C. Hunt to James N. Maurer (80%), son of John F. Maurer, and his sisters, Mary Fulton and Jennifer Welsch (10% each) for $512,000. James N. Maurer is Hilton Head, S.C., real estate investor and already owns 15% of WYNN. Family has no other broadcast interests. Action June 19.

■ WGNS(AM) Murfreesboro and WHLP-AM-FM Centerville, both Tennessee (WGNS: 1450 khz, 1 kw-D, 250 W-N; WHLP: 1570 khz, 5 kw-D; FM: 96.7 mhz, 3 kw, ant. 250 ft.)—Granted transfer of control and waiver of Sec. 73.3597 of Davidson Broadcasting Corp. from Mildred B. Littleton (55% before; none after) to E.J. Preston (45% before; 100% after) consideration: none. Principals: Seller is unable to raise additional capital necessary for licensee's continuing operation. Purchaser presently owns 45% of stations and seeks 100% control. He is Nashville, Tenn., automobile dealer and has no other broadcast interests. Action June 18.

■ KJAK(FM) Slaton, Tex. (FM: 92.7 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Faith Broadcasting Service to Williams Broadcasting Group for $575,000. Seller: Gary L. Acker and James E. Mccuiston (50% each). Acker also owns 100% of WROS(AM) Jacksonville, Fla., 25% of KLFJ(AM) Springfield, Mo., 50% of KFIX(FM) Laredo, Tex., and 50% of KEPT-FM Shreveport, La. He sold, subject to FCC approval KJTV(TV)[CP] Amarillo, Tex. (BROADCASTING, March 30) in exchange for KRIZ(FM) Roswell, N.M. McCuiston has no other broadcast interests. Buyer: G. O. Williams Oil Inc. (87.5%) and Jay Galt (12.5%). William Oil is controlled by G.O. Williams, Sharon Okla.-based automobile dealer and oil jobber. Galt is Oklahoma City attorney. They have no other broadcast interests. Action June 19.

■ WBOO(AM) Baraboo, Wis. (AM: 740 khz, 250 kw-D)—Granted transfer of control of Baraboo Broadcasting Corp. from Burt Murphy and others (100% before; none after) to Robert A. Jones and others (none before; 100% after) consideration: $84,000. Principals: Sellers are Burt Murphy, wife, Pauline, and George N. Schulte, who together own 51.8% of WBOO. Buyers are Robert A. Jones (26.4%), Richard A. Carroll (22.8%) and Patricia A. Kranz (2.6%). Jones is La Grange, Ill., consulting engineer. Carroll is general manager of WDMP-AM-FM Dodgeville, Wis. Jones owns 85% WJJQ(AM) Tomahawk, Wis., 33.3% of WWBC(AM) Cocoa, Fla. Kranz owns 5% of WJJQ. Action June 18.

Facilities Changes

AM applications

■ WYNC(AM) Yanceyville, N.C.—Seeks CP to increase D power from 250 to 500 w. Ann. June 29.

■ WDTB(AM) Dimondale, Mich.—Seeks modification of CP (BP-801104AP) to make changes in ant. sys. and change TL to Grovenburg Road, east side, 0.68 miles north of Holt Road, Lansing, Mich. Ann. June 26.

■ KSKY(AM) Dallas—Seeks CP to change hours of operation to U by adding 1 kw-N service; install DA-N; change city of license from Dallas to University Park, Tex.; change SL and RC: to be determined; and make changes in ant. sys. Ann. June 29.

■ KGHO(AM) Hoquiam, Wash.—Seeks CP to change frequency from 1560 khz to 1280 khz and increase power to 5 kw. Ann. June 29.

■ KVGM(AM) Yakima, Wash.—Seeks CP to change hours of operation to U by adding 500 w-N service; increase D power to 5 kw; install DA-N; change city of license from Yakima to Union Cap., Wash.; change TL and SL to 1.2 miles East of city, at corner Riverside Road and Bell Cross section Road., Ext., Union Cap, and make changes in ant. sys. Ann. June 29.

FM applications

■ KZMK(FM) Bisbee, Ariz.—Seeks modification of CP (BPH-7944, as mod.) to increase HAAT to 2207 ft (H&V); change type trans.; change type ant.; change SL and RC to 1002 Naco Highway, Bisbee, Ariz., and change TPO. Ann June 26.

■ KRFD(FM) Marysville, Calif.—Seeks CP change TL at South Butte, near Sutter, Calif.; change ERP to 2 kw (H&V); HAAT to 2003 ft. (H&V) and make changes in ant. sys. Ann. June 26.

■ KOLA(FM) San Bernardino, Calif.—Seeks CP to make changes in ant. sys.; change TL to 9 miles south, EL Cerrito, Calif.; change type trans.; change type ant. (H&V); increase ERP to 79.43 kw (H&V); increase HAAT to 3740 ft. (H&V) and change TPO. Ann. June 26.

■ WLOQ(FM) Winter Park, Fla.—Seeks CP to change TL to Lee Road at 14, Winter Park; increase HAAT to 300 ft. (H&V) and change TPO. Ann. July 1.

■ WLS-FM Chicago—Seeks modification of CP (BPH-800107AM) to increase ERP for main and aux. to 9 kw (H&V) and change TPO. Ann July 1.

■ * WBHI(FM) Chicago—Seeks CP to increase ERP to 100 w; HAAT to 55 ft. Ann. June 26.

■ WWAV(FM) Gloucester, Me.—Seeks CP to change TL to Gloucester Hill Road near New Gloucester, Me.; change frequency to 99.9 mhz; increase ERP to 30.2 kw (H&V); HAAT 651 ft. (H&V) and make changes in ant. sys. Ann. June 26.

■ WHUE-FM Boston—Seeks modification of CP (BPH-801001AE) to make changes in ant. sys.; change TL to 75 Concord Avenue, Lexington, Mass.; change type ant. (H&V); increase ERP to 50 kw (H&V); decrease HAAT to 500 ft. (H&V) and change TPO. (For aux. purposes only). Ann. July 1.

■ WGUF-FM Gulfport, Miss.—Seeks CP to change TL to S.E. corner of 39th Avenue and 34th Street, Gulfport; change type ant. (H&V); decrease HAAT to 206 ft. (H&V) and change TPO. Ann. July 1.

■ KOPR(FM) Butte, Mont.—Seeks CP to increase ERP to 100 kw (H&V); change type trans.; change type ant. (H&V); make changes in transmission line and change TPO. Ann. June 26.

■ KLYQ-FM Hamilton, Mont.—Seeks CP change TL to 3.75 miles west of city; change ERP to 1.6 kw (H&V); HAAT to 393 ft. (H&V) and make changes in ant. sys. Ann. June 26.

■ KVOX-FM Moorhead, Minn.—Seeks CP to decrease HAAT to 379 ft. (H&V); change type trans.; change type ant. (H&V) and change TPO. Ann. June 26.

■ KWTO-FM Springfield, Mo.—Seeks CP to change TL to S.W. of Springfield, near intersection of Farm Roads 115 and 178; change type trans.; change type ant. (H&V); increase HAAT to 510 ft. (H&V) and change TPO. Ann. June 26.

■ KZMC-FM McCook, Neb.—Seeks CP to change frequency to 105.3 mhz; change TL to Culbertson, 3.1 miles south of Culbertson; ERP 31 kw (H&V); increase HAAT 247 ft. (H&V) and make changes in ant. sys. Ann. June 26.

In Contest

FCC decisions

■ FCC denied application of Richard Barrett for review of Broadcast Bureau's denial of his fairness doctrine complaint against WLBT-TV Jackson, Miss. Barrett, Jackson attorney, wanted to reply to editorial by WLBT-TV which stated that sale of station to "black-controlled group" was in public interest. He claimed they presented only one side of controversial issue. Bureau ruled that Barrett had not shown that issue of transfer was currently controversial and of public importance. It said that as long as station covers contrasting viewpoints on current controversial issues in its overall programing, FCC would not intervene. Bureau emphasized that station had no obligation to permit any specific individual to respond to its editorials. Action June 30.

■ FCC upheld Broadcast Bureau's January 22 denial of Martin E. Wendelken's equal opportunities complaint against WPIX(TV) New York City. In his complaint, Wendelken, then independent candidate for Congress from New Jersey's 7th District, claimed he was entitled to equal opportunities from station based on appearance of two of his opponents on program entitled "Focus New Jersey", regularly scheduled news interview program. Wendelken argued that program had lost its equal opportunities exemption as bona fide news interview program when it was introduced as "election special . . . debate", adding that on one occasion during broadcast one candidate interrupted other, thereby not responding directly to moderator. Broadcast Bureau pointed out that this one incident was in-

Summary of broadcasting

FCC tabulations as of May 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,611	3	0	4,614	119	4,733
Commercial FM	3,317	2	0	3,319	164	3,483
Educational FM	1,104	0	0	1,104	68	172
Total Radio	9,032	5	0	9,037	351	9,388
Commercial TV						
VHF	521	1	0	522	6	528
UHF	240	0	0	240	100	340
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,020	4	9	1,033	23	1,056
FM Translators	355	0	0	355	220	575
TV Translators						
UHF	2,596	0	0	2,596	239	2,835
VHF	1,396	0	0	1,396	493	1,889

*Special temporary authorization

**Includes off-air licenses

The rush is on for DBS: More in line than there's room for?

Broadcasting Jul 20
The News Magazine of the Fifth Estate □ Vol. 101 No. 3
50th Year □ 1981

7/27/81 C 1750-1

Introducing America's FIRST Full Service Radio Network...

20014SCHWAQ6681 $6A JUN/82
A C SCHWARZ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
WASHINGTON DC 20014

The First 50 Years Of Broadcasting
1970
□
PAGE 65

BEST COPY AVAILABLE

Broadcasting ▫ Jul 20

The Week in Brief

TOP OF THE WEEK

LONG LINE FOR DBS ☐ FCC is flooded with applications for direct broadcast satellites. Here's who asked for authority and what they want. **PAGE 23.**

COMMON CARRIER BILL ON MOVE ☐ Packwood committee passes S. 898 with Hollings as lone holdout. Amended measure allows AT&T into unregulated services through subsidiary and protects cable on rate regulation. **PAGE 28.**

FREEDOM FIGHT ☐ House Foreign Affairs subcommittee backs press opposition to UNESCO proposal that would regulate news content. **PAGE 28.**

SENATE TV ☐ Senate Rules Committee passes S. Res. 20 that would allow televised coverage of Senate proceedings. Staff's estimated cost of the operation is $5 million. **PAGE 29.**

FROM FCC MILL ☐ At open meeting, commission increases budget bid to $86.2 million, gives more latitude to Broadcast Bureau in educational FM area, and authorizes new advisory committee on WARC. **PAGE 29.**

TINKER'S FIRST WEEK ☐ New NBC chairman says he plans no immediate major changes but his approach will differ from that of Silverman. **PAGE 30.**

LAW & REGULATION

FERRIS IN HOT SEAT ☐ Former FCC chairman's testimony at House hearing on compulsory copyright licensing is criticized by some subcommittee members. **PAGE 33.**

IT'S COMING ☐ FCC's Jones tells New England cable group to expect more deregulation. **PAGE 34.**

PROGRAMING

FALL-OUT FROM WRITERS' STRIKE ☐ Agreement on pay TV payments ends 13-week strike, but leaves prospect of disruption in early fall season. **PAGE 42.**

LANDMARK'S LATEST ☐ It joins ranks of cable programers with offer of information service on transponder it bought from Premiere for $10.5 million. **PAGE 44.**

MEDIA

SUMMER ON CAPE COD ☐ New England cable association meeting gets update from Ted Turner, hears praise from Massachusetts Governor King for reasonable response to rate deregulation. **PAGE 54.**

BUSINESS

STAYS WITH PAT HAND ☐ ABC signs Goldenson, Rule and Pierce to new contracts through August 1985. **PAGE 58.**

WARNER AMEX SUED ☐ Rainbow Communications asks $28 million, claiming contract was breached by refusal to turn on Satcom transponder. **PAGE 60.**

JOURNALISM

TUG-O-WAR ☐ Broadcast journalists and others testify against changes in Freedom of Information Act, while administration officials tell House subcommittee that law is misused and threatens security. **PAGE 60.**

TRIBUTE TO STANTON ☐ CBS gives $500,000 for Harvard professorship in name of its retired vice chairman and in recognition of his defense of First Amendment. **PAGE 61.**

TECHNOLOGY

FRENCH TELETEXT TEST ☐ Government ministry starts national tryout of country's Teletel system that will run through 1982. **PAGE 62.**

1970

THE 'BROADCASTING' YEARS ☐ The prime-time access rule and Monday night football were the mixed bag of blessings that came to TV networks in 1970. It was also the year in which the FCC came up with a comprehensive package of rules for cable TV. **PAGE 65.**

PROFILE

VOICE OF SMALL OPERATORS ☐ Stephen Effros marches to his own beat maybe more than most in Washington. It's one reason for his effectiveness as executive director of the Community Antenna Television Association. **PAGE 93.**

Index to departments

Bottom Line ... 59
Business Briefly ... 10
Changing Hands ... 56
Closed Circuit ... 7
Datebook ... 14
Editorials ... 96
Fates & Fortunes ... 89
For the Record ... 69
In Sync ... 62
Intermedia ... 56
Monday Memo ... 20
Monitor ... 45
News Beat ... 61
Open Mike ... 19
Stock Index ... 53

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ Accuracy In Media 44 ☐ Arbitron 35 ☐ Blackburn & Co. 56 ☐ Broadcast Electronics 18 ☐ Broadcast Personnel 89 ☐ Columbia Pictures Television 4 ☐ Continental Electronics 62 ☐ Creative Factor 65 ☐ Gabriel Awards 90 ☐ Harris 43 ☐ Ted Hepburn & Co. 57 ☐ Hospitals Corporation International 42 ☐ Hughes Communications 36-37 ☐ Katz 41 ☐ Lorimar 8-9 ☐ MMT Sales 38 ☐ Malrite Broadcasting Co. 22 ☐ Media People 19 ☐ NBC Radio 6 ☐ NEC Inside Back Cover ☐ RCA 13 ☐ RKO Radio Network 47-52 ☐ Research Group Front Cover, Inside Front Cover/Page 3 ☐ Spanish International Network 21 ☐ Standard Rate & Data Service 59, 61, 63 ☐ State Farm Insurance 45 ☐ D.L. Taffner Syndication Sales 31 ☐ Tandem 15 ☐ William B. Tanner 91 ☐ Teleworld Inc. 17 ☐ Trident Television Assocs. Inc. 12, 14, 16 ☐ 20th Century-Fox Television 32-33 ☐ United States Postal Service 55 ☐ Ward Beck Back Cover ☐ Warner Brothers Television 11 ☐ Watermark Inc. 64 ☐ Westwood One 10 ☐ Youngs, Walker & Co. 54 ☐

Broadcasting Jul 20
Vol. 101 No. 3

TOP OF THE WEEK

Good news, bad news in DBS spacerush

FCC filing cutoff produces more applications than there may be orbital slots, but also flushes out a flood of ideas on how to open up new spectrum; CBS goes for all-HDTV system, RCA comes in with all-purpose proposal; including Comsat, there are now 13 applicants vying for some 40 channels per time zone

The FCC's July 16 deadline for interim direct broadcast satellite applications did exactly what many feared it would. It produced a flood of applications that may have gobbled up the limited DBS frequencies and closed the door on future applications.

The FCC's inclination to loosely regulate the new service, on the other hand, did exactly what many hoped it would. It produced a wide range of DBS proposals, including direct-to-home pay and advertiser-supported television, the distribution of high-definition television for retransmission by terrestrial broadcasters and the leasing of transponders to independent service providers.

By the end of the day, 12 applications had joined the queue behind Comsat's Satellite Television Corp., proposing to launch at least 31 operational satellites in addition to the four STV is proposing. The applications dribbled in all day long with number 13—a one-page filing from Satellite Development Trust (SDT)—received by telex 12 minutes after the official deadline passed.

Applications were submitted by CBS, RCA, Western Union, United States Satellite Broadcasting Co. (Hubbard Broadcasting), Direct Broadcast Satellite Corp., Graphic Scanning Co., Video Satellite Systems, Home Broadcasting Television Partners, Unitel Corp., Focus Broadcast Satellite Co., Advance Inc., and SDT. Combined with the applications of Comsat's Satellite Television Corp., already formally accepted by the FCC, the FCC now has 13 applications it must consider.

The most revolutionary of the lot was CBS's. It proposed to use DBS technology as a catalyst for the conversion of the existing conventional NTSC television system to an as yet undefined system of high-definition television, stereophonic sound and wide-screen pictures.

Perhaps the most practical proposal was one made by Focus Broadcast Satellite Network. It intends to offer DBS services as early as the first quarter of 1984 using a high-power transponder on the Advanced Westar satellite, half-owned by Western Union and scheduled for launch in January 1984. When its own DBS system becomes operational, Focus would move its services to it.

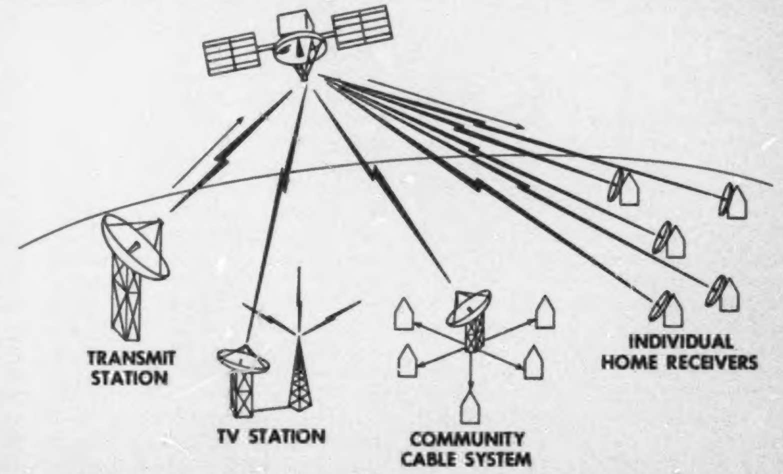
According to frequency plans submitted by various DBS applicants, the maximum number of channels that can be broadcast in one time zone is about 40. If the 13 proposed systems were ever to become fully operational, they would rain a minimum of 40 channels on any one time zone, raising the prospects of comparative hearings among the present applicants and suggesting that there is no more room for any other venturers.

As Bruce Franca, an FCC engineer pointed out, however, there are too many variables involved to pass judgment after just a cursory look at the applications. By reducing channel bandwidths and playing with different types of signal polarization, a greater number of channels may be squeezed out of the DBS band (12.2 ghz to 12.7 ghz), he said. On the other hand, demands of other North American countries for DBS channels at the 1983 Regional Administrative Radio Conference could severely limit the number of channels available to U.S. operators.

The FCC's immediate question is which if any of the applications should receive interim authorization—permission to build satellites prior to the 1983 conference. "Maybe we'll only want a few experimental systems," Franca said.

The demand for channels will affect the inevitable struggle over channel bandwidth. The applicants proposed bandwidths ranging from STC's and USSB's 16 mhz to CBS's minimum acceptable bandwidth of 27 mhz. CBS needs as much bandwidth as it can get to handle its HDTV transmissions, but even it admits that channels will have to be traded off for wider bandwidths. The use of 27-mhz channels instead of 18-mhz ones (the bandwidth agreed to tentatively at the last international satellite conference) would reduce the number of satellite channels from 37 to 27, it said.

The CBS three-channel HDTV service is designed to foster development of HDTB while preserving the local system



Shooting high. Perhaps the most ambitious of the DBS applications put before the FCC last week was CBS's which calls for a high-definition TV system on three channels serving four time zones—and which suggests the development of a terrestrial HDTV system as well. CBS's Channel One would serve its affiliated TV stations, which would broadcast its advertiser-supported programing (some of it, and eventually all of it, simulcast with the existing network) on new channels that would have to be carved out of the present spectrum. Channel Two would serve cable systems and/or individual homes with subscription-supported programing. Channel Three would serve a number of purposes, including distribution of HDTV programing to theaters, teleconferencing and other applications to be developed.

of broadcasting.

The system's first channel will be dedicated to supplying advertiser-supported HDTV programing to local broadcast affiliates for terrestrial retransmission.

The problem with most experimental HDTV systems is that they require a bandwidth far too broad to fit within the conventional VHF and UHF channels. While there is a possibility that digital bandwidth compression will be developed to a point where broadcasters can retransmit HDTV on their existing channels, broadcasters will probably have either to acquire additional spectrum to expand their current channels or acquire another wideband channel and transmit two program services—one being HDTV and the other being conventional.

Although the first channel is primarily intended to serve broadcasters, the channel will also be available to homes equipped with roof-top dishes located outside the service areas of CBS affiliates. "Should ... HDTV service commence before a system of affiliates providing nationwide coverage is in place and fully operational, the availability of an HDTV satellite service direct to the home will itself provide a stimulus to the manufacture and sale of HDTV homes receivers," CBS said.

CBS's second HDTV channel would distribute pay programing to cable systems and direct to home. The programing would be supplementary to the first, including entertainment and cultural programing, special sports events, news, public affairs, informational and religious programing. Subscribers would be charged monthly and per-view for the programing.

The third channel would offer other subscriber-supported services: satellite-to-theater distribution, and closed circuit transmissions for business, medicine and education.

CBS, which has been a leading proponent of teletext, said it expects to broadcast teletext and stereo sound along with HDTV. Raising the prospect of DBS radio, it said "there will be several stereophonic audio carriers available for carrying independent audio programing."

CBS was not the only applicant to talk about HDTV and incorporate HDTV technology into its satellites. Most notably, two of the six transponders on each of the RCA satellites can be switched from their normal 24 mhz bandwidth mode to 72 mhz, ample room for HDTV experimentation or possibly service. The RCA transponders are available for lease to select customers.

USSB said it intends to pioneer the development and implementation of HDTV in its service, but makes no provision for it in the technical portion of its application.

The DBSC satellite is flexible enough so that channels can be configured to make 52.5 mhz channels for "analog or digital" transmission of HDTV signals.

Video Satellite Systems said it will demonstrate on its satellite a television system with twice the resolution of conventional TV using digital and bandwidth compression techniques.

Focus Broadcast Satellite Co., owned by Douglas Ruhe, William Geissler and 15 others, said it has already reached an agreement with Western Union to take over the 225-mhz channel on Advanced Westar in early 1984 and implement what may be the first direct broadcast satellite service.

With the satellite, FBS will be able to offer one channel of service to four distinct areas of the country. Service will be provided through spot beam transmission antennas and one-meter receive antennas in metropolitan Miami, New York, San Francisco and Los Angeles. With slightly larger receive antennas (over one meter), FBS said, reception of the channel will also be possible in substantial portions of the Northeast and a several-hundred-mile-wide corridor extending roughly from Dallas to Minneapolis.

The FBS channel would consist of pay programing during prime-time hours and advertiser-supported programing during the rest of the day. The pay programing will be scrambled to prevent piracy. FBS said it is also contemplating offering as many as three data and information services and providing service to LPTV and full-service stations and cable and in addition to homes, farms and businesses.

FBS also submitted to the FCC a vague application to start-up its own DBS system. It asked the FCC for "three, four or five" satellites and at least one spare. Each of the satellites, it said, would carry six to 10 channels.

Ruhe, president of FBS, and Geissler, executive vice president of the firm, are also principals of Focus Broadcasting Co., permittee of WFBN(TV) Joliet, Ill., and applicant for five full-service and 40 LPTV stations.

The FBS request to offer the Advanced Westar service was complemented by Western Union's request for FCC permission to provide the service.

Western Union also asked for a four-satellite DBS system with which it would offer a leased channel service. Each of the satellites would process four transponders. During the initial operational phase of the system, only two satellites will be launched, at 100 degrees and 120 degrees, both west longitude. The four transponders will be allotted between the two time zones each of satellites is capable of serving.

In phase two, when two more satellites are put into orbit at 80 degrees and 140 degrees, both west longitude, the Western Union system will be capable of delivering four channels to all four time zones simultaneously.

Like most of the other DBS venturers proposing to lease channels, Western Union does not want to be regulated as a common carrier. Western Union, it said, "will pick and choose among potential users so as to aggregate a suitable group ... on the satellite."

Western Union also said it wants to hold open the option of using some of the transponders to "distribute programing under its control in the general public."

Although CBS is the only potential DBS operator to propose feeding HDTV programing to local broadcasters, other applicants—the United States Satellite Broadcasting Co. (USSB) and Video Satellite Systems Inc.—submitted plans to distribute conventional NTSC signals to broadcasters.

USSB, organized by Hubbard Broadcasting, would use its two-satellite DBS system to distribute advertiser-supported programing to independent broadcasters, who would collectively own a big chunk of the system, and directly to homes that are now unserved or underserved by local broadcasting. A unique feature of USSB's plan is that many of the broadcasters who received the programing would also produce it.

The USSB satellites, placed in orbit at 115 degrees and 135 degrees, both west longitude, would each serve half of the country. Each satellite would have six 230-watt channels, three providing service to one time zone and three to another. When the system is fully operational then, all four time zones would receive three channels of service.

The first channel will consist of general advertiser-supported programing, produced by Hubbard and the independent member stations receiving the programing. In addition to the six distribution channels, the USSB satellite also contains a single 20-watt transponder which program-producing stations can use to relay their programs to the programing pool.

The second channel will be a 24-hour news and information service, that also would incorporate reports and features from the member stations.

USSB offered no details on the third channel, saying simply that it will carry programing "as channel requirements increase."

Although the primary purpose of the USSB proposal is to make independent stations fully competitive with their network-affiliate counterparts, USSB also stresses that the program will be available to homeowners through rooftop antennas. USSB points out that there are one million homes without television service and 4.8 million homes in one- or two-station markets that are unserved by independent stations and thus deprived of television choices in general and the USSB programing in particular. "Television consumers would purchase a receiver at a modest cost and receive the free USSB programing even in extremely remote areas," USSB said.

As do the major broadcasting networks, USSB would sell national advertising to support itself. According to the application's financial projections, USSB will require $969.7 million to cover start-up expenses and first year operating costs, most of which will derive from programing. USSB thinks it will gross $840 million from advertising the first year, but still will need $397.6 million to meet preoperating costs and cash requirements during the first three months of service.

USSB said it can raise the start-up capital through a stock offering to broadcasters ($221.5 million) and by borrowing $176.1 million.

Video Satellite Systems (VSS) also plans to serve broadcasters and homes simultaneously with its DBS system. What distinguishes it from USSB's proposal is that none of the programing will come from broadcasters, but will be supplied primarily by a company affiliated with VSS, Dominion Satellite Network of Naples, Fla.

Dominion—which, the VSS application said, is in the process of building studios in Naples to create programing for distribution over fixed satellite—would provide VSS with "a variety of entertainment and educational programing for general family viewing as well as news, public affairs and special features."

VSS said that a "major key to economic success of a free commercially supported DBS service is a large viewing audience," and the best and quickest way of reaching such an audience is by allowing broadcasters to retransmit the DBS programing.

VSS also would permit homes to pick up its feed directly with roof-top antennas. But the direct-to-home service would be available only in areas unserved by VSS affiliates.

The VSS feeds will be scrambled to prevent home receivers from picking them up and to "provide a degree of programing exclusivity to broadcast stations electing to carry the service." VSS also said cable systems that do not carry the signal of a VSS broadcast affiliate will have permission to unscramble and carry VSS fare.

VSS would offer just one channel of programing. It asked the FCC for two satellites of two channels each. They would serve two time zones with one channel dedicated to a zone. If all goes well, VSS plans to return to the FCC and ask for two more satellites so that each time zone could receive two channels.

The first two VSS satellites would fly at 115 degrees and 135 degrees, both west longitude, two of the four orbital slots sought by STC. "Clustering of satellites of all DBS broadcasters at the same orbital slot positions ... would increase the number of services available on an individual receiver without antenna reorientation or needless home system duplication," it said.

VSS said that an "off-the-shelf" satellite built by Hughes Aircraft, the relatively lightweight HS-376, would be adequate for its plans, which are, in comparison with some of the other applications, conservative.

The total cost of the VSS system is a fraction of some of the other systems, approximately $228 million. Building three satellites would cost $150 million and launching two of them would require an additional $52 million. The ground facilities would add $8 million and insurance another $18 million.

According to the application, Dominion has come up with $500,000 to get the ball rolling. The rest of the VSS start-up costs will come from a sale of common stock, which VSS hopes will raise $166 million, and acquisition of $70 million in long-term debt.

The four directors of VSS are George E. Metcalf, former communications engineer for several of NASA's manned and unmanned space programs; Byron St. Clair, president of Television Technology Corp.,

The first 13 in line for DBS, and what they plan to do

Applicant	*Number of satellites (spares)*	*Number of channels per satellite*	*Downlink power (watts)*	*Channel bandwidth mhz*	*Total satellite power (watts)*	*EIRP[6] (dbw)*	*Satellite design life (years)*	*Orbital slot (degrees west longitude)*	*Weight of satellite in orbit (lbs)*	*Type of service*
Advance	*	*	*	*	*	*	*	*	*	A,C,H
CBS	4(2)	3	400	27	4,000	60-65	7	*	2,317	A,C,D,E,G,I,J
DBSC	3(1)	14[2]	200[2]	22.5	4,600	56	7	103,123 143	2,987	H,I,G,J
Focus Broadcast Satellite[5]	3,4 or 5	*	*	*	*	*	*	*	*	A,B,C,D,E,F,G,I,J
Graphic Scanning	2(1)	2	300	18	2,000+	53.7-56.7	*	143,115	*	A,B,G,J
Home Broadcasting Television Partners	1	*	19.7	*	*	*	*	110	*	K
RCA	4(2)	6	230	24[3]	4,770	58	7	*	2,415	H,I
Satellite Development Trust	4(2)	3	150-250	*	*	*	*	115,135, 155,175	*	H
STC	4(2)	3	185	16	1,700	55-60	7	115,135, 155,175	1,430	A,B,E,G,I,J
Unitel	*	*	*	*	*	*	*	100	*	K
USSB (Hubbard)	2(1)	6[1]	230	16	4,000	57	7	115,135	2,300	A,C,D,F,I
Video Satellite Systems	2(1)	2	150-190	18	1,000[4]	54-58	8	115,135	1,201	A,C,D,E,H,I
Western Union[5]	4(2)	4	100	16	*	55.5-58	7	80,100,	1,175[4]	H

Footnotes. [1] USSB's six channels will be divided between two time zones served by each satellite. A seventh low-power (20 watts) transponder is also contained on the satellite for feeding programing to the main distribution uplink. ■ [2] Each satellite contains six 200-watt broadbeam channels and eight low-power spot beam channels. ■ [3] Two of the six transponders can be switched to pass 72 mhz for HDTV transmission. ■ [4] At the end of the design life. ■ [5] In addition to its DBS application, FBS also has requested authorization to use an Advanced Westar Satellite, slated for launch in January 1984, to offer one channel of direct-to-home service to four distinct areas of the country. ■ [6] Effective Isolated Radiated Power—The higher the EIRP (expressed in decibel watts), the stronger the signal received on the ground and the smaller the antenna needed to receive it.

*Not specified in the application.

Key to proposed DBS service offerings

A—Direct to home (or business)
B—Pay television
C—Advertiser-supported
D—Terrestrial retransmission by broadcasters
E—Terrestrial retransmission by cable systems
F—Terrestrial retransmission by LPTV stations
G—Electronic text services
H—Leased-channel system
I—High definition TV
J—Additional audio services
K—Unspecified

a manufacturer of television translators; Maurice Reid, former controller and chief financial officer for CBS-TV Stations and vice president, finance and administration, Polydor Records, and Leonard C. Mitchell, chief engineer, U.S. Tower Co., earth station and broadcast tower manufacturer.

Metcalf is also president of VSS and vice president, engineering, of Dominion. Reid is also vice president, finance, of Dominion.

Graphic Scanning Corp., Englewood, N.J., asked the FCC for two operational satellites and a spare so that it could offer a two-channel direct-to-home subscription television service. GSC, which provides data communications services through conventional telecommunications networks, also plans to make full use of the pay television signals' vertical blanking interval and the transponders' subcarriers to offer various teletext services.

Transponder subcarriers may also be used for foreign-language dubbing, audio services for the blind, background music and/or distinct stereo music programing, GSC said.

GSC predicts in its application that its proposed system will interconnect hundreds of thousands of teletext subscribers, equipped with home computers, with a "vast information and data storage base." Subscribers would call up the information by telephone. GSC said the teletext subscribers will be charged monthly for lease of a teletext decoder and additional fees based on the amount of information received.

For the full-time two-channel service, GSC plans to charge $25 per month. GSC will not sell the home earth stations, but will instead install and lease them for a one-time charge of $300.

According to the applications, subscribership to the pay TV service will grow from 100,000 in 1986 to 4,850,000 in 1990. Teletext subscribership will rise from 1,000 to 110,000 over the same period.

Besides data processing and communications, GSC also claims to be the largest radio paging operator in the country (140,000 pagers in 30 markets). Its revenues for the nine months ending March 31 were nearly $45 million and its net earnings were more than $10 million, it said.

Among the applicants that plan to lease DBS transponders, the most ambitious is the Direct Broadcast Satellite Corp., a newly formed company based in Washington. DBSC has asked for three satellites (and one spare) and a total of 42 channels. Each of the satellites would contain six 200-watt channels capable of reaching one-third of the country. In addition, each would have eight 20-watt channels, whose signals would be directed to small service areas (about 10% of the full service area) by two spot-beam antennas. No more than four channels could pass through one spot beam.

DBSC plans to offer all these channels to the public on a first-come, first-served basis as a common carrier. However, DBSC notes in its filing, it should not be overregulated. "Under a flexible regulatory scheme, DBSC would be free to provide innovative and experimental satellite services," it said.

Given the expected rapid growth of DBS, DBSC said, it will lease time on its satellite at "extremely attractive rates." An hour on one of the spot beams may go for as little as $400, it said.

Besides traditional television video and audio, DBSC also intends to use the transponders' FM subcarriers for stereo sound, second-language sound, teletext, data transmissions, closed captions, facsimile, computer loading and alarm and control system activation.

To power those transponders, DBSC is proposing to launch a 3,000-pound satellite that is capable of generating 4,600 watts of electricity. The first of the satellites will be placed into orbit at 103 degrees west longitude to serve the eastern third of the country. The subsequent two satellites will

---

If you can't join 'em, beat 'em

NAB, ABC, AMST among band of petitioners asking FCC either to hold off on any interim authorization until there's a hearing or to reject STC's bid out of hand

In addition to being the deadline for competing applications to Satellite Television Corp.'s DBS proposal, last Thursday (July 16) also was the deadline for petitions to deny that application. Nine were filed.

Leading the pack was the National Association of Broadcasters, which, true to its anti-DBS posture, submitted a lengthy filing (almost 200 pages). ABC followed suit, incorporating much of what NAB said into its own petition to deny.

Others filing against the STC application were Buford Television Inc.; Cleveland Associates Co., licensee of subscription TV station WCLQ-TV Cleveland; Forward Communications Corp. et al, in a joint petition; Farinon Electric Operations, a division of Harris Corp.; the Association of American Railroads; the Aerospace and Flight Test Radio Coordinating Council (AFTRCC), and the Manufacturers Radio Frequency Advisory Committee (MRFAC).

In addition, the Association of Maximum Service Telecasters and the three TV network affiliate associations filed "objections" to the STC application, and called on the commission to hold a hearing on the matter to resolve outstanding issues.

NAB argued that the Communications Act bars the commission from licensing a national broadcast service of the kind proposed by STC. "Any change in America's locally based broadcast allocations scheme," it said, "must be authorized by Congress before it is implemented by the commission."

The relevant section that NAB interprets as precluding such a system reads: ". . . the commission shall make such distribution of licenses . . . among the several states and communities as to provide a fair, efficient and equitable distribution of radio service to each of the same."

As to the effect that STC's DBS proposal would have on local broadcasters, NAB points to STC's own study, conducted by Arthur D. Little Inc., which, NAB says, concludes that STC would "steal" 40% to 80% of the subscribers of locally-licensed terrestrial STV stations.

Created by the U.S. government to operate as a common carrier, STC's parent Comsat "may not control the content of its transmissions and thus may not engage in broadcast programing," NAB argued.

NAB also challenged the validity of STC's financial qualifications. "Aside from an illusory commitment from one bank (Chase Manhattan) to participate (to an unspecified extent) in a putative loan by a presently nonexistent banking syndicate," said NAB, no banks have shown an interest in lending STC funds for its DBS venture. It also challenged Comsat's ability to make good on its promise to invest $225 million in the project. According to NAB, "STC must show that Comsat's current liquid assets exceed its current liabilities by at least $225 million. No such showing has been made."

NAB also suggested that even if Comsat were able to invest that heavily in STC, such a commitment would "inevitably increase the cost of capital to Comsat and thus raise the rates paid by [its] general ratepayers. Such cross-subsidization at the expense of the ratepayers is contrary to commission policy."

Another argument put forth by NAB is that "far better public interest uses for" the limited 12 ghz band exist other than "the same mass entertainment fare that is already available on conventional television." High-definition television would be one such better use, it said. Similarly, NAB contended that the 16 mhz bandwidth proposed by STC is too narrow to yield anything but inferior picture quality.

NAB also pointed out that the commission has designated for hearing a formal complaint against Comsat in which Western Union International (WUI) alleges that Comsat engaged in deliberate anticompetitive misconduct concerning contract bids with the Department of Defense to provide communications services between Hawaii and Guam. According to NAB, WUI charges that Comsat made it impossible for WUI to win a bid for a DOD contract by quoting to it a price for leasing Comsat's facilities that was twice what Comsat quoted to the DOD in operate from 123 degrees west longitude and 143 degrees west longitude.

The total cost of the system is estimated to be $577 million, including $533 million for the satellites and their launch and $44 million for the ground facilities.

DBSC is owned by Wilbur Pritchard, president of DBSC and president of Satellite Systems Engineering, a Washington consulting firm (33%); Wladimir Naleszkiewicz, executive vice president of DBSC and vice president of SSE (17%); Ronald Coleman, a Washington communications attorney (22%), and SSE (28%).

RCA requested four operational satellites, each of which will carry six transponders capable of reaching an entire time zone. RCA plans to lease the transponders, but not as a common carrier. The number of channels per satellite is so small that common carrier regulations are impractical, RCA said. It said the channels will "not be offered generally" and added that "RCA may retain one or more of the channels for its own use" or for that of its subsidiaries (like NBC) and affiliates.

RCA asked for no specific orbital slot. It said that its satellite, designed by its Astro-Electronic division, is so flexible that any slot within a 30 degree arc would be suitable: for the Eastern time zone—95-125 degrees west, central—110-140 degrees west; mountain—125-155 degrees west, and Pacific—140-170 degrees west.

The proposed RCA satellite is extremely powerful, generating 4,770 watts of prime power to feed the six 230-watt transponders.

RCA said it is only interested in providing the space segment of the DBS system to its future clients, although it would, upon request, provide uplink facilities.

Initially, RCA believes that a single transponder on its DBS satellite would cost approximately $30 million per year. That figure might shrink as low as $20 million once the entire four-satellite system is operational. While it might appear that the charge for coverage of the United States is high ($60 million to $80 million for one transponder on each satellite), RCA said, the cost per receiver household is low. "Assuming five million receiver households," RCA said, "the cost would be about $1.33 per month per receiver household."

The capital needed for the entire system excluding interest is $760 million. An interim system consisting of one operational satellite, an in-orbit spare and a ground spare would cost $400 million.

The application that may or may not have slipped in under the wire also proposed a leased channel service. Satellite Development Trust, Los Angeles, requested four satellites, each with three channels. The satellite would be flown in the same orbital slots as STC; the first satellite launched would serve the Pacific time zone. The channel power will fall somewhere between 150 watts and 250 watts. Funding for the project is "assured at $250 million," the one-page application said, and the satellites "are being constructed by Hughes."

Advance Inc., a minority-owned telecommunications and computer consulting firm in Washington also filed a vague application. Advance Satellite, a subsidiary formed to operate the DBS system, asked for one or more geostationary satellites that would contain one or more direct-to-home channels and multiple common carrier channels. Dennis J. Brownlee is president of Advance.

Two other applications, neither more than three pages long, each asked for one satellite, but offered little explanation of how it would be used. Home Broadcasting Television Partners, Milwaukee, asked for an orbital slot at "about 110" degrees west longitude to accommodate its satellite and channel power of 19.7 watts for the undetermined number of channels. Unitel Corporation, Traverse City, Mich., asked for an orbital slot at 100 degrees west longitude but only speculated on what its satellite might offer.

---

its winning bid to provide the service itself. The allegations, said NAB, "raise serious questions about an applicant seeking a broadcast license."

ABC argued that STC's proposal also was "directly contrary" to the FCC's seven-station, duopoly and regional concentration of control ownership rules.

"Under its proposal, STC would beam three channels of programing into every community in the Eastern time zone," said ABC. "A terrestrial broadcaster's application for authority to provide three channels of city grade VHF service to every community in the Eastern time zone would obviously be rejected out of hand under the current rules."

Buford Television—an STV operator and applicant for more than 100 translator stations (under the name of Residential Entertainment Inc.) that would rebroadcast the signal of its WBTI(TV) Cincinnati—urged the commission to dismiss the STC application or designate it for hearing, and listed a number of possible issues including whether STC sufficiently demonstrated a need for three nonlocal DBS channels in the Eastern time zone, its impact on UHF stations and whether it represents the most efficient use of the spectrum in light of competing demands by other users.

Cleveland Associates urged the commission to take basically the same course of action suggested by Buford, as did Forward Communications et al.

Farinon also called on the commission to dismiss the STC application because of its inefficient use of the spectrum. "Proposals which rely heavily on the use of community receivers, especially in urban areas where population and terrestrial microwave systems are most densely concentrated," said Farinon, "offer a far more efficient use of the spectrum than Comsat's proposal since they offer the opportunity for a great deal more channel sharing with terrestrial fixed service systems." STC's proposal relies for the most part on individual reception which, Farinon argues, provides a greater likelihood "for interference from the terrestrial fixed service systems, and [thus] the more extensive the potential need to relocate or modify existing terrestrial microwave systems to accommodate DBS systems."

The American Association of Railroads agreed, noting that the use of community antennas in "crowded urban areas would enhance spectrum sharing potential." Many of its members are users of operational-fixed microwave systems in the 12 ghz band.

AFTRCC—whose members include licensees of microwave facilities in the 12 ghz band—said that while the commission has let it be known that existing users of that band may have to relocate because of interference caused to DBS, it has so far failed to come up with a suitable alternative. Therefore, said AFTRCC, the commission should deny the STC application or designate it for hearing to determine "the amount of interference between microwave and DBS systems under varying circumstances; and whether, assuming the interference is unacceptable, suitable substitute spectrum exists for terrestrial licensees."

MRFAC, whose members also use operational-fixed microwave systems in the 12 ghz band, objected to what it called the commission's "a priori approach with respect to DBS systems; in effect, the commission has decided that it wants DBS without regard for the impact on terrestrial licenses."

"Such a view is short-sighted," MRFAC said, noting, as it has previously, the "important public interest purposes served by 12 ghz microwave systems."

AMST suggested that the commission "is on the brink of granting the Comsat application without having addressed, let alone having resolved, a prior allocations decision," which it described as: "What is the best use for the 12.1 to 12.7 ghz band?" It said the 12 ghz band "could quite possibly by the only practical medium for the public's local television service" to convert to high-definition television. On the other hand, that spectrum might best be used for the fixed satellite service, AMST said. It said that "action on the Comsat application should await the outcome of congressional study, for, logically, the commission cannot conclude that Comsat's application serves the public interest until it has been determined what the public interest is."

The affiliate groups contended that "there is literally a plethora of substantial and material questions of fact which require a hearing." But they also said that "the anticompetitive potential of the Comsat proposal, when weighed against the clearly trivial procompetitive potential, mandates rejection without a hearing." Grant of the STC application would be premature, the affiliates added.

New CBS radio network will aim for youth

CBS Radio is joining the network radio parade with plans to launch a new service next spring to appeal to younger audiences ("Closed Circuit," July 13).

Robert L. Hosking, president of the division, said the new network will provide a combination of news, features and music specials to those stations programing for the young adult. He added that a precise age group at which the new network will aim has not been set but will depend on the affiliates CBS acquires. In some instances, he conjectured, the age limit may go beyond 35 and in others it might go below 25.

Hosking explained that CBS Radio decided to enter "young adult radio" because its studies of the radio marketplace suggested "a growing demand for such programing by an increasing number of stations seeking to maintain or improve their identity in the community."

He said CBS will participate in the production of programing for the new network, with news slanted toward the more youthful audience and presented in two-minute segments every hour. The features, each 90 seconds in length, will cover a broad range of topics of particular interest to the younger adult and will be broadcast four times a day. According to Hosking, plans call for 24 music specials of varying length to be carried during the first year.

The new service will offer a one-minute commercial every hour, 24 hours per day, on the news programs, and the four 90-second features will provide a 30-second commercial each on a daily basis. The musical specials are offered on a shared basis, with the network and the station splitting an unspecified number of commercials. Stations will be permitted to run "wild spot" commercials, slotting them with the special programs or at other times, a practice that CBS had not allowed in the past.

CBS Radio is a latecomer to the multinetwork phenomenon. It was touched off in 1968 by ABC Radio which formed four units—ABC Contemporary, ABC Information, ABC FM and ABC Entertainment Networks. Recently ABC announced it is forming a youth network and an adult-oriented network to go on the air next January.

Expansion moves also are planned by the RKO Radio Network which began in 1979 as a vehicle for the 18-49 audience. The network is now called RKO 1 because RKO 2 is scheduled to debut next September as an outlet for the 25-54 group. Scheduled to start also in September is RKO Radio Shows, which will provide both long-form and short-form programing blocks. It will operate on a part-time basis until early 1982.

NBC Radio formed a second network called The Source in 1979, created for AOR stations and catering to the 18-34 grouping. An official said that NBC is expected to announce soon the inauguration of a long-form programing service which will evolve into a third network. Also in the planning stages are several other radio networks, he said, but he declined to provide any details because of what he called the increasingly competitive nature of the business.

"Captain Kangaroo" recovering from heart attack in Toronto hospital

Robert Keeshan, 54, host of CBS-TV's *Captain Kangaroo* program, was described last week as having shown improvement after suffering a heart attack in Toronto International Airport on July 11.

A spokesman in New York said Keeshan was able to walk briefly last Monday and Tuesday (July 13 and 14) in Etobicoke hospital in suburban Rexdale. Physicians believe he will be able to return to the U.S. in a few weeks, he added.

The one-hour *Captain Kangaroo* program is on summer reruns. In the fall, a half-hour version of *Kangaroo* will be introduced on the network, and Keeshan is expected to be a participant in an afternoon program produced by CBS News. The spokesman said Keeshan is confident he will be able to be back on the air by late September.

Ratings Roundup

In the prime-time ratings, the week ended July 12 was like many others at this time of year—mostly reruns, with CBS-TV coming out ahead.

CBS won three nights on the way to picking up a weekly average of a 13.9 rating and 28.1 share. ABC won three nights in getting a 12.7/25.6, and NBC again won Wednesday in getting an 11.7/23.8. CBS's nights were Sunday, Monday and Friday; ABC's were Tuesday, Thursday and Saturday.

Fifty-nine of the week's sixty-six shows were repeats. Of the seven first-run entries, only two placed in the top 40. One was ABC's *20/20*, whose 17.2/33 topped a repeat of CBS's *Knots Landing* (14.1/27) and NBC's first-run movie, "Huckleberry Finn" (9.1/18 for the two hours). The other was NBC's *Big Event*, "Charlie and the Great Balloon Chase," which scored a 12.2/23, ahead of ABC's first-run movie, "Nickelodeon" (11.8/23), but behind repeats of CBS's string of Sunday night comedies. *20/20* placed 12th for the week, "Charlie and the Great Balloon Chase" came in 39th.

Walter Cronkite's Universe, a new entry on CBS, tied with ABC's first-run Friday movie, "Robin and Marian," for 46th place with a 10.9/23. A repeat of part seven of ABC's *Roots: The Next Generations* was low scorer for the week at 5.2/11.

The First 20

1.	*M*A*S*H*	CBS	21.5/40
2.	*House Calls*	CBS	20.1/38
3.	*Trapper John, M.D.*	CBS	19.2/38
4.	*Facts of Life*	NBC	19.0/38
5.	*Three's Company*	ABC	18.8/36
6.	*The Jeffersons*	CBS	18.6/34
7.	*Lou Grant*	CBS	18.6/34
8.	*Hart to Hart*	ABC	18.6/34
9.	*60 Minutes*	CBS	18.5/42
10.	*Too Close For Comfort*	ABC	18.0/34
11.	*Diff'rent Strokes*	NBC	17.9/38
12.	*20/20*	ABC	17.2/33
13.	*Alice*	CBS	17.1/32
14.	*Love Boat*	ABC	17.0/37
15.	*Quincy, M.E.*	NBC	16.9/32
16.	*Fantasy Island*	ABC	16.8/36
17.	*Dukes of Hazzard*	CBS	16.5/33
18.	*Happy Days*	ABC	16.4/35
19.	*Laverne & Shirley*	ABC	16.1/35
20.	*CHiPs*	NBC	16.1/31

The Final Five

62.	*Incredible Hulk*	CBS	8.8/20
63.	*Sanford*	NBC	8.2/18
64.	*BJ and the Bear*	NBC	7.4/16
65.	*CBS Reports: What Shall We Do About Mother?*	CBS	6.9/15
66.	*Roots: The Next Generations (Part 7)*	ABC	5.2/11

Community censors. Objecting to strong language contained in a midafternoon broadcast of a movie, "Wedding in White," by WOFL(TV) Orlando, Fla., viewers flooded the independent UHF with complaints that induced it to yank the British-made film about 45 minutes into its two-hour run.

Paul Williamson, the station's program director, who ordered the film, but was on vacation at the time of the incident, said the movie was routinely previewed and cut by a new editor, who allowed, through her inexperience, such words as "hell," "damn" and "bastard" to remain. Repeated use by the film's characters of "Jesus Christ" and "Christ" particularly upset the audience, Williamson said. There is no nudity in the film, he said, and a rape scene aired right before the film was pulled was "not very graphic." Station management, which had not seen the film, decided to yank it, fearing that the language might worsen, Williamson said. In fact, he said, the strong language "tapered off" after first 40 minutes. After the film was taken off the air, the "preponderance" of calls the station received came from viewers objecting to the pre-emption (WOFL filled the one-and-a-quarter-hour hole with newsreels and an episode of *The Big Valley*.) Williamson maintains that the film is of high quality and said it will be reshown, with proper editing of the language and rape scene, in September. The movie, released in England in 1973 and in the U.S. in 1974, is the story of a young English girl during World War II who becomes pregnant after being raped. Her father attempts to find a husband for her to save the family's honor. The movie is distributed by Avco Embassy.

Dickerson (2.24%). Buyers are group of New York and Connecticut professionals who also are new AM and FM applicants for Stamford, which they will dismiss upon grant of assignment. Filed June 25.

■ **WWBA(FM) St. Petersburg, Fla.** (FM: 107.3 mhz, 100 kw, ant. 620 ft.)—Seeks assignment of license from WWBA Inc. to Metromedia Inc. for $7 million (BROADCASTING, June 8). Seller: Myer Feldman (75%) and Ed Winton (25%). Feldman has also sold to Winton his interest in WWLF(AM) St. Petersburg, for $600,000 (See "Changing Hands" and below). In addition, Feldman owns 22.5% of WLLH(AM)-WSSH(FM) Lowell, Mass., and 14% of WLAM(AM) Lewiston and 14% of WWAV(FM) Auburn, both Maine. Buyer: Publicly traded Secaucus, N.J.-based group owner of six AM's, seven FM's and seven TV's which has sold, subject to FCC approval, KSAN-FM San Francisco to Malrite Broadcasting (BROADCASTING, June 8). Filed July 1.

■ **WWLF(AM) St. Petersburg, Fla.** (AM: 680 khz, 1 kw-D)—Seeks assignment of license from WWBA Inc. to Ed Winton for $600,000. Seller: Myer Feldman (75%) and Ed Winton (25%). Majority stockholder is liquidating interest. WWLF is last station in which he is majority principal. They also sold, subject to FCC approval, WWBA(FM) to Metromedia for $7 million. (BROADCASTING, June 8 and above). Feldman also owns 22.5% of WLLH(AM)-WSSH(FM) Lowell, Mass., and 14% of WLAM(AM) Lewiston and 14% of WWAV(FM) Auburn, both Maine. Buyer: Winton seeks full ownership of station and is concurrently filing application for nighttime facilities, power increase and change for city of license. Filed June 22.

■ **WXKO(AM) [formerly WFPM] Fort Valley, Ga.** (AM: 1150 khz, 1 kw-D)—Seeks assignment of license from Rocket Radio Inc. to Valmedia Inc. for $315,000. Seller: Paul Reehling (50%), wife, Mary Jo (27.7%), Allen Gaughf (20%) and Mary Jo for estate of Mary D. Suelzer (2.2%), who have no other broadcast interests. Buyer: Dollie B. D. Horton (51%) and husband, Cornelius Horton Jr. (49%). Dollie Horton is personnel officer with Air Force in Fort Valley. Husband Cornelius is supervisor of maintenance shop there. Dollie Horton is 40% owner of new FM applicant for Fort Valley. Filed July 6.

■ **WBHW(TV) Springfield, Ill.** (ch. 55, 12.1 kw horiz. max, ant. 460 ft.)—Seeks assignment of license from Windmill Broadcasting Co. to Jackson Telecasters for $734,000. Seller: closely held group of twenty-three stockholders. William F. Wingerter is president. They have no other broadcast interests. Buyer: Cy N. Bahakel (100%), who owns six AM's, four FM's and six TV's. Filed June 15.

■ **WDON(AM) Wheaton, Md.** (AM: 1540 khz, 1 kw-D)—Seeks assignment of license from WDON Inc. to Maryland Lotus Corp. for $700,000. Seller is subsidiary of Horizon Communication Inc., which is owned by Gary G. Marshall (48%), William Hildebrandt (20%), Edard S. Magnus and First Capital Corp. (16% each), who have no other broadcast interests. Buyer: is subsidiary of Lotus Communications Corp., which is licensee of KWKW(AM) Pasadena, Calif., and KFSD(FM) San Diego, Calif.; and through subsidiaries, KENO-AM-FM Las Vegas; KTKT(AM)-KLPX(FM) Tucson, Ariz.; KONE(AM)-KOZZ(FM) Reno, Nev.; KOXR(AM) Oxnard, Calif.; KVAR(FM) San Antonio, Tex.; Howard A. Kalmenson is president of parent, Lotus Communications Corp. Filed July 6.

■ **KDAN(AM) South St. Paul, Minn.** (AM: 1370 khz, 500 w-D)—Seeks assignment of license from KDAN Broadcasting Inc. to Soho Broadcasting for $220,000 (BROADCASTING, March 2). Seller: Richard Darby, who owns 49% of KOWO(AM)-KQDE(FM) Waseca, Minn., and was recently granted approval to sell WRDN-AM-FM Durand, Wis., for $435,000. (BROADCASTING, July 6). Buyer: Stanley Soho (49%) and wife, Benita S. (51%). Stanley is Los Angeles physician and has also bought, subject to FCC approval, KBWA(AM) Williams, Ariz. (BROADCASTING, March 2) and KRWT(AM) [CP] Winters, Tex. Filed July 6.

■ **KWNA(AM) Winnemucca, Nev.** (AM: 1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from D.Ray Gardner to Sheen Broadcasting Co. for $200,000. Seller: D. Ray Gardner (100%), also owns KELK(AM) Elko, Nev., and is new FM applicant for there. Buyer: Torrey L. Sheen (president) and wife, Joyce, and Torrey's parents, Byrul L. and Gertrude L. Sheen (25% each). Torrey Sheen and Joyce Sheen have been station manager and traffic manager, respectively, of KWNA. No other broadcast interests. Filed July 6.

■ **WLVL(AM) Lockport, N.Y.** (AM: 1340 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Hall Communications Inc. to Culver Communications Corp. for $549,500 (BROADCASTING, June 22). Seller is Norwhich, Conn.-based group of five AM's and four FM's owned by Robert M. Hall and family, who bought, subject to FCC approval WONN(AM) Lakeland and WPVC(FM) Winter Haven, Fla. for $2 million (BROADCASTING, March 30). Buyer: Richard C. Greene and wife, Marilyn A. (36% jointly), Gerald J. Bernback and wife, Arlene C. (15% jointly), Tony Fischer (15%), William N. Hudson (6.25%), Russell Baker (6%), Supermarket Development Inc. (3%), Harry Oakes (2.5%),Ralph L. Kushner and Nathan Benderson (1.35% each) and Kenneth D. Guacinsia (.3%). Greene is sales manager at WBEN(FM) Buffalo, N.Y. Others are Buffalo area businessmen and none have other broadcast interests. Filed June 29.

■ **KLOO-AM-FM Corvallis, Ore.** (AM: 1340 khz, 1 kw-D, 250 w-N; 106.1 mhz, 27.5 mhz, ant. -87 ft.)—Seeks transfer of control of KRC Communications Inc. from California Oregon Broadcasting Inc. (100% before; none after) to Donald E. Smullin (none before; 100% after) consideration: settlement. Principals: California Oregon Broadcasting is owned by William B. Smullin (52.63%) and family, of which William's son, Donald, owns 5.09%. They are licensees of KLOO-AM-FM Corvallis; KAGI(AM) Grants Pass; KPRB(AM) Redmond; KOBI-TV Medford and KOTI-TV Klamath Falls, all Oregon; KRCR-TV Redding and KEKA(AM) Eureka, both California. Because of family problems among stockholders, certain stations are being split off to Donald Smullin: KOTI-TV Klamath Falls; KLOO-AM-FM Corvallis and KPRB(AM) Redmond. Agreement calls for transfer of licensees into newly-formed KRC Communications wholly owned by COBI, then to transfer control of KRC to Donald Smullin in exchange for his stock in COBI. No exchange of monies is involved. Filed June 16.

■ **WQIQ(AM) Chester, Pa.** (AM: 1590 khz, 1 kw-U)—Seeks assignment of license from Upland Broadcasting Corp. to Robe Communications Inc. for $300,000 (BROADCASTING, June 29.) Seller: John H. Haggard Sr., who has no other broadcast interests. Buyer: Robert M. Altman (51%) and wife, Beverly R. (49%). Robert Altman is general manager of WNAR(AM) Norristown, Pa., and has no other broadcast interests. Filed July 6.

■ **WCPT-TV Crossville, Tenn.** (ch. 55, 18.6 kw vis., 3.71 kw aur., ant. 1,180 ft.)—Seeks assignment of license from WCPT-TV Inc. to Cumberland Comminucations Corp. for $600,000. Seller: Calvin C. Smith (51%) and John A. Cunningham (49%), who have no other broadcast interests. Buyer is McClatchy Newspapers (90%) and Sainte Broadcasting (10%). McClatchy is Sacramento, Calif.-based group owner and newspaper publisher. Sainte is 51% ownd by Chester Smith. Filed June 5.

■ **KNET(AM)-KHIM(FM) Palestine, Tex.** (AM: 1450 khz, 1 kw-D, 250 w-N; FM: 98.3 mhz, 3 kw, ant. 300 ft.)—Seeks assignment of license from Trinity Broadcasting Co. to Palestine Broadcasting Co. for $600,000. Seller: noncommercial corp.; Benny E. Brulison is president. No other broadcast interests. Buyer: Gibson Investment and management Inc. (90%) and Richard M. Reynolds (10%). Majority principle is owned by R. Thomas Gibson and wife, Georgia L. (45% each) and daughter, Jalene M. (10%). Thomas Gibson also owns KZEY(AM)-KROZ(FM) Tyler, Tex., where Reynolds is general manager. Gibson also sold KJET(AM)-KWIC(FM) Beaumont, Tex., last February for $2 million (BROADCASTING, March 2). Filed June 30.

Actions

■ **KWCK(AM)-KSER(FM) Searcy, Ark.** (AM: 1300 khz, 1 kw-D; FM: 99.3 mhz, 3 kw, ant. 170 ft.)—Granted transfer of control of KWCK Inc. from Michael Horne (100% before; none after) to Trend Communications (none before; 100% after), consideration: $1,000,000. Principals: Seller is owned by Michael Horne, who also owns KARV(AM) Russellville, Ark. Buyer is owned by H.E. Rainbolt (51%), Sharon J. Blevins and George Drain (22% each) and William R. Fritsch Jr. (5%). Rainbolt is Shawnee, Okla.-based investor. Blevins and Drain are Oklahoma City-based broadcast and management consultants, respectively. Fritsch is salesman at KLTE(FM) Oklahoma City, and 25% owner of new FM applicant seeking 95.3 mhz for Lawton, Okla. Others have no broadcast interests. Action June 26.

■ **WRTL-AM-FM Rantoul, Ill.** (AM: 1460 khz, 500 w-D; FM: 95.3 mhz, 3 kw, ant. 275 ft.)—Granted assignment of license from William R. Brown and Marion C. Brown, executrix of estate of Donald R. Williams to Regional Radio Inc. for $300,000. Seller: William R. Brown and Donald R. Williams (50% each), who have no other broadcast interests. Buyer: William R. Brown (100%), who already owns 50% of WRTL-AM-FM Rantoul, has no other broadcast interests. Action June 30.

■ **WVIC-AM-FM East Lansing, Mich.** (AM: 730 khz, 500 w-D; FM: 94.9 mhz, 49 kw, ant. 500 ft.)—Granted assignment of license from WGSB Broadcasting Co. to Goodrich Broadcasting Inc. for $2,350,000. Seller: principally owned by James Morse, Charles Schuler and Joe Buyers. Morse is majority principal of WZZR-FM Grand Rapids, Mich.Schuler owns one-quarter of WQWQ(FM) Muskegon, Mich. Goodrich Theaters Inc. (84%), Robert E. Goodrich (12%) and Robert J. Malone (5%). Robert Goodrich owns Goodrich Theatres (100%), movie theater franchise throughout Michigan. Malone is former vice president and general manager of KARO(AM) Vancouver, Wash. They have no other broadcast interests. Action June 26.

■ **KBSQ(FM) Espanola, N.M.** (FM: 102.3 mhz, 1.1 kw, ant. 460 ft.)—Granted assignment of license from KBSQ-FM Inc. to Expanola Valley Broadcasting Inc. for $250,000. Sellhr: James F. Hoffman and Jon Van Wambeck (50% each), who also own KDCE(AM) Espanola. Buyer: H. Keith Megill and wife, Viola (50% each). Keith Megill is director of Espanola Valley Community Activities. Viola Megill is community volunteer and housewife. They have no other broadcast interests. Action June 26.

■ **WBCI-AM-FM Williamsburg, Va.** (AM: 740 khz, 500 w; FM: 96.5 mhz, 50 kw, ant. 430 ft.)—Granted assignment of license from Colonial Broadcasters Ltd. to North Carolina Mutual Life Communicat-ons Inc. for $900,000. Seller is owned by Donald M. Bentley (50%); Harry Hager, Frank McCue III, George J. Oliver, B.I. Bell, and John Barnett (10% each). Bently

Summary of broadcasting

FCC tabulations as of May 31, 1981

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,611	3	0	4,614	119	4,733
Commercial FM	3,317	2	0	3,319	164	3,483
Educational FM	1,104	0	0	1,104	68	172
Total Radio	9,032	5	0	9,037	351	9,388
Commercial TV						
VHF	521	1	0	522	6	528
UHF	240	0	0	240	100	340
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,020	4	9	1,033	23	1,056
FM Translators	355	0	0	355	220	575
TV Translators						
UHF	2,596	0	0	2,596	239	2,835
VHF	1,396	0	0	1,396	493	1,889

**Special temporary authorization*

***Includes off-air licenses*

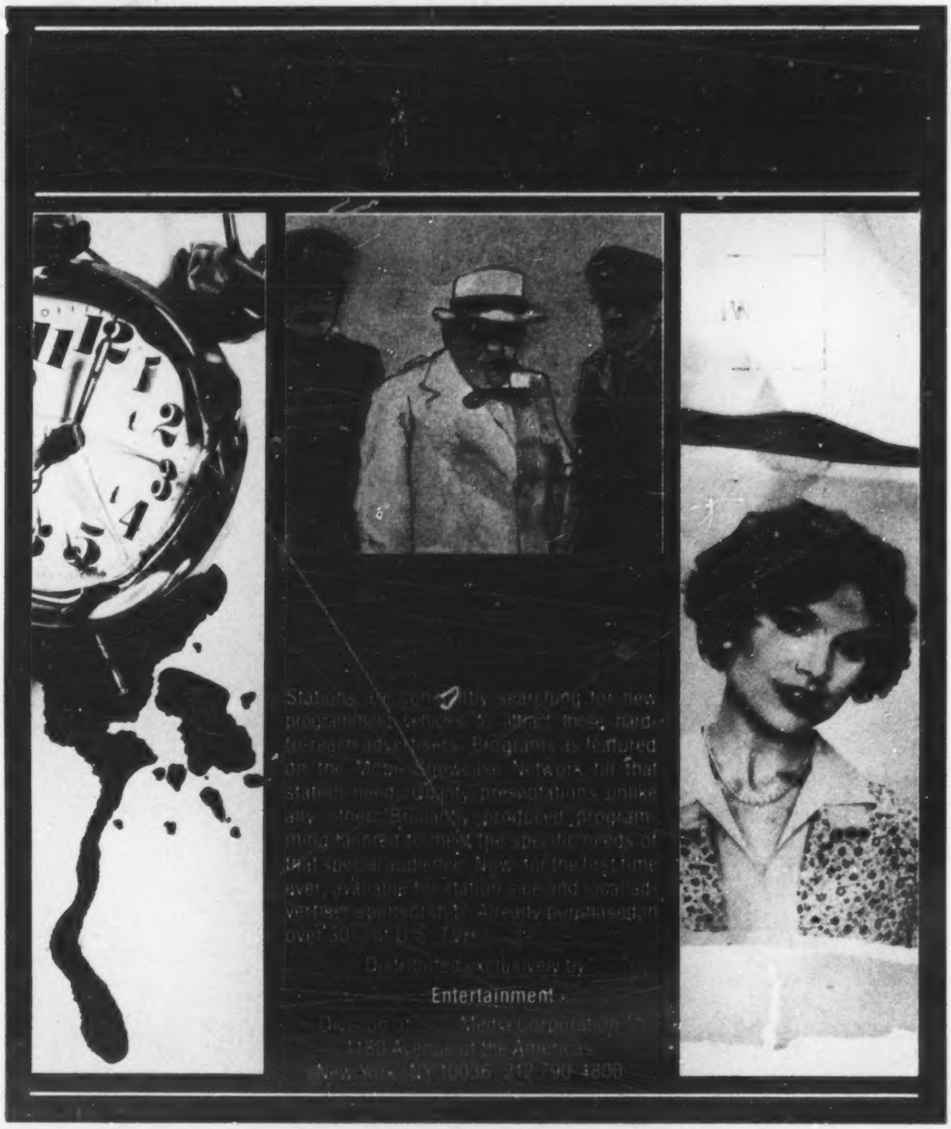
Record price for Boston V □ 9 khz on the ropes
Special report on local TV journalism

Broadcasting Jul 27

The News Magazine of the Fifth Estate □ Vol. 101 No. 4

50th Year □ 1981

7/27/81 C 1750-1



Stations are constantly searching for new programming vehicles to attract these hard-to-reach advertisers. Programs as featured on the Mobil Showcase Network fill that station need. Quality presentations unlike any other. Beautifully produced programming tailored to meet the specific needs of that special audience. Now, for the first time ever, available for station sale and local advertiser sponsorship. Already purchased in over 30 [illegible] of U.S. TVH.

Distributed exclusively by

Entertainment

Division of [illegible] Media Corporation [illegible]
1180 Avenue of the Americas
New York, NY 10036, 212 790-4800

20014SCHWAQ0681 $6A JUN/82
A C SCHWARZ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY

The First 50 Years Of Broadcasting

1971
□
PAGE 117

BEST COPY AVAILABLE

Broadcasting Jul 27

The Week in Brief

TOP OF THE WEEK

$220 MILLION FOR WCVB-TV □ That's what Metromedia will plunk down for Boston ch. 5 outlet. Record purchase, first in three-digit millions, is to include BBI Communications. **PAGE 27.**

REQUIEM FOR 9 KHZ □ FCC expected to formally approve request to State Department that U.S. cease advocacy for reduced channel spacing. **PAGE 29.**

FLAK FOR FOWLER □ FCC chairman's letter to Schmitt on S. 898 draws rebuke from senator, upsets at least one colleage at FCC. **PAGE 30.**

CONCERNS ABOUT FCC □ Wirth subcommittee and commission huddle on current issues, but with more restraint than at earlier oversight hearing. **PAGE 31.**

DELAY IN LPTV THAW □ Dawson delays until September planned move to grant 60 low-power TV and translator applications. **PAGE 32.**

KEEPING IN STEP □ FCC nominees Quello and Rivera say they will support Fowler plans as they sail through confirmation hearing. **PAGE 32.**

SPECIAL REPORT

LOCAL TV JOURNALISM'S SCORECARD □ In the past year, expansion has been common thread with more beat specialists, more bureaus, more newscasts. **PAGE 39.** Top consultants point out that TV news has become more relevant and is being offered in larger amounts. **PAGE 42.** BROADCASTING looks at outstanding efforts in spot news, **PAGE 44;** public affairs, **PAGE 70;** investigative reporting and documentaries, **PAGE 82;** cable's deeper involvement in local news. **PAGE 97.**

LAW & REGULATION

CITIZEN GROUPS CHAFE □ Nader, Charren and others blast broadcast deregulation provisions in budget legislation that they claim will put public at mercy of industry. **PAGE 98.**

ANOTHER SLAP AT PTAR □ Chronicle Broadcasting is latest to ask FCC repeal off-network programing rule. **PAGE 100.**

TECHNOLOGY

TELETEXT STANDARD OFFERED FCC □ CBS and TVS submit proposed technical parameters and rules that reflect consensus reached in Toronto. It draws condemnation from proponent of rival standard. **PAGE 102.**

WANTED: TELECOM POLICY □ Wirth subcommittee told U.S. data-flow industry is in danger of being outgunned by better coordinated competitors. **PAGE 103.**

PROGRAMING

NEW CABLE SERVICE □ Warner Amex Satellite Entertainment hopes to break new media ground on Aug. 1 with its new Music Television programing. **PAGE 105.**

MEDIA

OUTLOOK FOR MINORITIES □ Ragan Henry is pessimistic at National Urban League seminar. Sundlun explains Outlet's plan to provide equity in ownership. **PAGE 109.**

JOURNALISM

OFF TO LONDON □ Radio, television and news services dispatch top journalist teams to report royal wedding. **PAGE 113.**

ABC NEWS WINS □ *World News Tonight* beats CBS and NBC for first time in "typical" ratings week. **PAGE 114.**

1971

THE 'BROADCASTING' YEARS □ CBS-TV's *Selling of the Pentagon* led to a clash with the administration and a First Amendment confrontation on Capitol Hill. In addition, varying interpretations of the fairness doctrine continued to plague broadcasters, and efforts resumed on legislation for election reforms. **PAGE 117.**

PROFILE

WIDENING HARTE-HANKS'S WORLDS □ The rise of the Texas-based diversified communications firm in the past decade has been one of America's corporate success stories. A major share of the credit belongs to Robert Marbut, its president and chief executive officer. **PAGE 143.**

Index to departments

Bottom Line 108
Business Briefly 10
Changing Hands 110
Closed Circuit 7
Datebook 15
Editorials 146
Fates & Fortunes 139
For the Record 121
Intermedia 109
Monday Memo 23
News Beat 113
Open Mike 21
Playback 106
Stock Index 112
Washington Watch 101

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ ABC Sports 4 □ Accuracy in Media 82 □ ADM Technology Inc. 71 □ Aetna Life & Casualty 52-53 □ American Educational Television Network 147 □ American Petroleum Institute 99 □ Amoco 49 □ Associated Press 41 □ Association of American Railroads 65 □ Blackburn & Co. 110 □ Blythe Eastman Paine Webber 67 □ Broadcast Electronics Inc. 90 □ Central Dynamics 63 □ Continental Electronics 97 □ Docuvid 66 □ Drake-Chenault 18 □ Edison Electric Institute 83 □ Employers Reinsurance Co. 148 □ Fetzer Stations 16 □ Gabriel Awards 139 □ Gilmore Broadcasting 72 □ Hayes Broadcasting Corp. 64 □ Home Theater Network 108 □ Hyatt Hotels 70 □ INA Financial 79 □ Infocom Broadcast Services Inc. 12 □ JVC 13 □ Katz 26 □ KELO-TV 78 □ KSL-TV 89 □ KTLA-TV 22 □ MCA-TV 6 □ Metromedia Producers Corp. 25-26 □ Micro Consultants Inc. 86 □ Motor Vehicle Manufacturers Assn. 73 □ NKR Productions 84-85, 91 □ Paramount 35-37 □ Post-Newsweek Productions 77 □ Cecil L. Richards 111 □ RKO-TV 43 □ Satellite Communications Network 51 □ SFM Front Cover □ Sony 8-9 □ William B. Tanner 141 □ Telepictures Inside Front Cover/Page 3 □ Trident Television Assocs. Inc. 17, 19, 21 □ 20th Century-Fox Television 14-15, 68-69 □ United Press International 20 □ United Video 81 □ Viacom 116 □ WBBM-TV 11 □ WCCO-TV 38 □ Westwood One 10 □ WLS-TV 59 □ WMAQ-TV 47 □ WOR-TV 47, 57 □ WPIX-TV 61 □ WRAL-TV 74-75 □ WTHR-TV 55 □

Talk debut. ABC officials gathered to announce the start of a new national talk network scheduled for early 1982 launch. L-r: Edward F. McLaughlin, president, ABC Radio Networks; Ben Hoberman, president, ABC Radio; Michael Jackson and Dr. Toni Grant, KABC(AM) Los Angeles air personalities; George Green, VP and general manager, KABC, and Michael Hauptman, VP, ABC Radio Enterprises.

Talk network the next for ABC Radio

Originating from KABC(AM), new service will be delivered by Westar III starting in 1982

The ABC Radio Networks and ABC Radio Enterprises last Monday (July 20) jointly announced the creation of a new nationally distributed talk radio program service which will debut on the network in early 1982. ABC executives told reporters at a news conference held at the network's Century City headquarters in Los Angeles that the service will provide up to 18 hours of programing daily. It will be delivered live, by satellite, through facilities of Wold Communications, based in Los Angeles.

The project is the first for the newly created ABC Radio Enterprises. The network vice president in charge of that unit, Michael Hauptman, joined ABC Radio Networks President Edward F. McLaughlin, in asserting the new service "answers the growing need for quality talk programing for stations seeking cost effective audience building options. Unlike other national talk programs, it will be customized for each local station." Individual broadcasters will be able to insert up to 14 minutes of local commercials per hour and listeners from all areas will be encouraged to telephone program hosts through a special number.

Origination point for the first program offerings will be KABC(AM) Los Angeles. KABC's Michael Jackson, host of a morning news-oriented talk show, and Dr. Toni Grant, a psychologist, are the first personalities announced for the service, with others to follow within the next several weeks.

The talk shows will be distributed via Westar III's transponder four in all time zones between 10 a.m. and 4 p.m., and midnight and 6 a.m. local time. More program hours will be available to stations at their option.

KABC program director Wally Sherwin is serving as executive producer for the Michael Jackson and Dr. Toni Grant programs. Overall operations of the talk programing service will be overseen by Rick Sklar, vice president of programing for ABC Radio.

ABC currently operates four radio networks (Information, Contemporary, FM, and Entertainment) over land-lines, but has previously announced plans to add two new networks early in 1982 (BROADCASTING, June 8). The two new services are expected to focus on album-oriented rock music and on interests of older listeners. Both the contemporary music service and talk service are being produced by ABC Radio Enterprises, formed as a fourth operating division of ABC Radio last month. Earlier this year, ABC's McLaughlin predicted that all programing produced by his networks would be delivered by satellite by 1984.

The announcement comes just one week after CBS announced plans to introduce its second radio network, this one oriented toward the young adult audience.

Under terms of ABC's agreement with Wold, the latter will provide the network with three full-time 15 khz single-channel-per-carrier transponder channels. Two of those channels will be used to distribute the new stereo music service.

In addition to the transponder channels, Wold will provide ABC with satellite uplink facilities in New York and Los Angeles, and satellite reception facilities throughout the country. Wold is a participant in the Associated Press's earth station sharing plan, expected to grow to include more than 900 stations by the middle of 1982. Wold will supplement the AP system by installing earth stations at stations designated by ABC.

Kick off dates for fall season begin to firm up

The ill-defined start dates for the new fall prime time television season came into sharper focus last week, as network executives began to reach a consensus on implications of the recently-resolved Writers Guild of America strike. CBS announced it expects new series episodes will begin on the network the week of Oct. 5, with staggered starts for some series well into

Ratings Roundup

In typical summer fashion, with only nine originals out of 67 prime-time shows, CBS-TV came out on top for the week ended July 19 with a 14.2 rating and 28 share. ABC-TV followed with a 13.1/26 and NBC trailed with a 12.0/24.

CBS took three nights: Monday, Friday and Sunday. ABC had the best averages on Tuesday, Thursday and Saturday. And NBC won Wednesday. The highest nightly rating went to CBS when Sunday's repeat line-up of *60 Minutes, Archie Bunker's Place, One Day at a Time, Alice, Jeffersons* and *Trapper John M.D.* averaged a 19.5/37. The lowest score was NBC's Saturday when *Barbara Mandrell, BJ and the Bear* and *Games People Play* only brought in an 8.9/21.

Among the week's original programs, ABC's *20/20* newsmagazine was the highest rated with a 16.7/32. An NBC "Big Event" *100 Years of Golden Hits* was next with a 14.2/25. The lowest rated original—also the week's lowest scorer overall—was ABC's *Omnibus* which pulled a 4.5/9. The week's one news documentary, a first-run *CBS Reports: Social Insecurity* earned 12.5/24.

The First 20

1.	*The Jeffersons*	CBS	22.8/39
2.	*Trapper John, M.D.*	CBS	21.1/38
3.	*Alice*	CBS	20.5/36
4.	*60 Minutes*	CBS	20.2/42
5.	*Hart to Hart*	ABC	20.2/38
6.	*Too Close For Comfort*	ABC	19.7/36
7.	*Three's Company*	ABC	18.5/34
8.	*Facts of Life*	NBC	18.5/33
9.	*M*A*S*H*	CBS	17.6/33
10.	*Diff'rent Strokes*	NBC	17.5/32
11.	*Dukes of Hazzard*	CBS	17.4/35
12.	*Barney Miller*	ABC	16.9/33
13.	*20/20*	ABC	16.7/32
14.	*Taxi*	ABC	16.6/30
15.	*House Calls*	CBS	16.2/29
16.	*Quincy, M.E.*	NBC	16.1/29
17.	*The Death of Ocean View Park* (movie)	ABC	16.0/29
18.	*Dallas*	CBS	15.6/31
19.	*Laverne & Shirley*	ABC	15.6/31
20.	*Magnum, P.I.*	CBS	15.3/29

The Final Five

63.	*Best of Times* (special)	ABC	8.6/17
64.	*Games People Play*	NBC	8.3/18
65.	*BJ & the Bear*	NBC	7.9/16
66.	*Comedy Theater: Dear Teacher* (special)	NBC	7.8/16
67.	*Omnibus* (special)	ABC	4.5/9

- Davy TV Cable Co. for Davy, W. Va. (WV0864) new signal.
- Bartlesville Video Inc. for Bartlesville and Dewey, Okla. (OK0063, 62) add signal.
- R A Laboratories Video Inc. for Captiva Island, Fla. (FL0525) new signal.
- Video Engineering Inc. for Saratoga, Calif. (CA0771) add signal.
- Video Engineering Inc. for La Mesa Village, Calif. (CA0745) add signal.
- Community TV Corp. for Ceneter Harbor, N.H. (NH0091) new signal.
- Valley Cablevision Inc. for Paradise Hills, N.M. (NM0096) new signal.
- TV Cable of the Colony Inc for Colony, Tex. (TX0774) new sighal.
- Tele-Vue of Clarksville Inc. for Clarksville, Tex. (TX0140) add signal.
- Brookhaven Cable TV Inc. for Brookhaven, Patchoque, Lake Grove and Bellpoet, all New York (NY0052, 363, 451, 581) add signal.
- Whitmore Cable TV for Amesville, Ohio (OH0678) add signal.
- WGN Electronic Systems Co. for Chassell, Mich. (MI0014) add signal.
- WGN Electronic Systems Co. for Franklin, Mich. (MI0015) add signal.
- WGN Electronic Systems Co. for Hancock, Houghton, Osceola, Portage and Adams, all Michigan (MI0017, 18, 19, MI0100) add signal.
- Cablecom-General Inc. for Miami, Gila and Globe, all Arizona (AZ0023, 22, 21) add signal.
- Roundup Cable Inc. for Roundup (SW), Mont. (MT0092) add signal.
- Satellite Cable Services for Howard, S.D. (SD0063) new signal.
- Continental Cablevision of Cook County Inc. for Rosemont, Berkley, both Illinois (IL0466, 467) new signal.
- Continental Cablevision of Northeast Ohio Inc. for Willoughby, Willoughby Hills, Wickliffe, Lakeline, all Ohio (OH0770, 801, 802, 803) add signal.
- Continental Cablevision of Elyria Inc. for Elyria (city and township), Ohio (OH0737, 693) add signal.
- Continental Cablevision of Northeast Ohio Inc. for Mentor, Eastlake, Bay Village, ali Ohio (OH0740, 699, 739) add signal.
- Teleprompter of Lovington for Lea and Lovington, both New Mexico (NM0067, 13) add signal.
- Coastal Cable Corp. for Dexter, Me. (ME0032) add signal.
- Otero Cable Television Inc. for Tularosa, N.M. (NM0060) add signal.
- Consolidated Cable TV Inc. for McCrory and Patterson, both Arkansas (AR0096, 112) add signal.
- Sammons Communications of Illinois Inc. for Dwight and Pontiac, both Illinois (IL0023, 55) add signal.
- Community Tele-Communications Inc. for Centralia, Mountain Grove and Republic, all Missouri (MO0262, 263, 264) new signal.
- TCI Cablevision Inc. for Huntsville, Randolph, both Missouri (MO0265, 266) new signal.
- Cablecom-General Inc. for Madison, Neb. (NE0095) new signal.
- County Cable Inc. for Independent Mountain, Bickmore, Julian and Robson, all West Virginia (WV0866, WV0867) new signal.
- Quick Cable for Kayfod, Kayford (sur), Witcher, Witcher (sur), all West Virginia (WV0883, 884, 885, 886) new signal.
- Asbury & James TV Cable Service Corp. for Boone, W. Va. (WV0876) new signal.
- Comcast Cablevision of Montgomery County Inc. for Lower Merion and Narbeth, both Pennsylvania (PA1992, 1993) new signal.
- Community Tele-Communications Inc. for Golden and Jefferson, both Colorado (CO0161, 162) new signal.
- M & R Cablevision Inc. for Kanawha and Boone, both West Virginia (WV0875, 876) new signal.
- Broken Bow TV Cable Inc. for Lukfata, Broken Bow and Schultz, all Oklahoma (OK0167, 165, 168) add signal.
- Galaxie Cablevision Inc. for Winifrede, W. Va. (WV0261) add signal.
- Sammons Communications fo Washington Inc. for Ephrata and Grant, both Washington (WA0089, 90) add signal.
- Asbury and James TV Cable Service Corp. for Loudendale, Malden, Georges Creek, Kanawha all West Virginia (WV0544, 058, 051, 279, 877) new signal.
- Asbury and James TV Cable Service Corp. for Kimberly, W. Va. (WV0877) new signal.
- Grand Ridge Cable Inc. for Henry, Ill. (IL0472) new signal.
- Saguaro Cable Communications Inc. for Pima County, Ariz. (AZ0099) add signal.
- Rentavision of Brunswick Inc. for Brunswick and Glynn, both Georgia (GA0040, 119) add signal.
- Danville CATV for Point, West Chillisquare, Riverside, Cooper, Limestone, Danville, Mahoning, Brownsville, Liberty, Valley, Washingtonville, Montour, all Pennsylvania (PA1074, 1016, 1083, 1078, 1068, 0257, 1075, 1023, 1076, 1079, 1084, 1077) add signal.
- Milton CATV for Turbot, East Chillisquare, West Chillisquare, Kelley, Milton, all Pennsylvania (PA1090, 1089, 1088, 1062, 0388) add signal.
- Watsontown CATV for White Deer, Delaware, Watsontown, Turbotville, McEwensville, Lewis, all Pennsylvania (PA1069, 1067, 0611, 1071, 1070) add signal.
- Lewisburg CATV for Lewis, Buffalo, East Buffalo, Union, Lewisburg, Loyalsock, West Chillisquare, all Pennsylvania (PA1070, 1064, 1061, 1063, 0353, 0186, 1017) add signal.
- AJO Television Service Inc. for Gila Bend, Ariz. (AZ0117) new signal.
- Southeast Cable Inc. for Hankinson, N.D. (ND0090) new signal.
- Cablevision Communications Corp. for Minden, La. (LA0110) add signal.
- Commonwealth Cablevision of Massachusetts Inc. for Holyoke, South Hadley, Agawam, Westfield, West Springfield, Granby, all Massachusetts (MA0034, 35, 46, 52, 53, 118) add signal.
- Elgin Television Association for Elgin, Ore. (OR0054) add signal.
- South Hanover Cablevision Inc. for South Hanover, Pa. (PA0287) add signal.
- Valley Video Cable Inc. for Derry and Palmyra, Hummelstown, North Londonderry, South Londonderry, South Anneville, all Pennsylvania (PA0582, 592, 586, 908, 887, 888) add signal.
- American TV and Communications Corp. for Baker, Ore. (OR0174) add signal.
- Florida Clearview Inc. for Folkston, Homeland, Folkston (outside), Callahan, Hilliard, all Florida (GA0354, 353, 526, 527) new signal.
- Cablevision of McCall Inc. for McCall, Idaho (ID0114) new signal.
- Cable East Point Inc. for East Point, Ga. (GA0350) new signal.
- Cable College Park Inc. for College Park, Ga. (GA0349) new signal.
- Northwest Cable TV for Westfir, Ore. (OR0248) new signal.

Call Letters

Applications

Call	Sought by
	New AM
WSOL	Santee-Cooper Broadcasting Co., Elloree-Santee, S.C.
	New FM's
KNNN	American International Development Inc., Phoenix, Ariz.
WAXL	Beverly J. and Bert P. Patterson, Lancaster, Wis.
	New TV's
KFCB	First Century Broadcasting, Concord, Calif.
KLXV-TV	Donald B. Thomson, San Jose, Calif.
KEKR-TV	Select TV of Kansas City Inc., Kansas City, Mo.
	Existing AM's
WNSI	WLCY St. Petersburg, Fla.
WEAW	WPRZ Evanston, Ill.
KCLF	KQXL New Roads, La.
WCEI	WEMD Easton, Md.
KNSI	KCLD St. Cloud, Minn.
WLOH	WHOK Lancaster, Ohio.
WENR	WEHA Englewood, Tenn.
	Existing FM's
KKXK	KUBC-FM Montrose, Colo.
WUUF	WEBI Camilla, Ga.
WCEI-FM	WEMD-FM Easton, Md.
KJJO	KRSI-FM St. Louis Park, Minn.
WRAC	WIAO West Union, Ohio
WLTY	WKEZ Norfolk, Va.
WKMZ	WESM Martinsburg, W. Va.
	Existing TV
WNYT	WAST Albany, N.Y.

Grants

Call	Assigned to
	New FM's
WNPR	Connecticut Educational Telecommunications Corp., Norwich, Conn.
KCCU	Columbus FM-98 Inc., Columbus, Kan.
KQMO	Hampro Wireless Inc., Brookfield, Mo.
KYOC	Jimm T. Payne, Yoakum, Tex.
	Existing AM's
WNSA	WWCM Brazil, Ind.
KGNM	KUSN St. Joseph, Mo.
WLIM	WYFA Patchogue, N.Y.
	Existing FM
KFMY	KAYK-FM Provo, Utah.
	Existing TV
WAGT	WAGT-TV

Summary of broadcasting

FCC tabulations as of June 30, 1981

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,615	3	1	4,619	121	4,740
Commercial FM	3,322	2	0	3,324	170	3,494
Educational FM	1,105	0	1	1,106	66	1,172
Total Radio	9,042	5	2	9,049	357	9,406
Commercial TV						
VHF	521	1	0	522	6	528
UHF	242	0	0	242	109	351
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,022	4	7	1,033	138	1,171
FM Translators	8	0	0	8	16	24
TV Translators						
UHF	2,616	0	0	2,616	220	2,836
VHF	1,410	0	0	1,410	480	1,890

**Special temporary authorization*

***Includes off-air licenses*

Breakthrough on broadcast deregulation
Special report on Football 1981

Broadcasting Aug 3

The News Magazine of the Fifth Estate □ Vol. 101 No. 5
50th Year □ 1981

8/3/81 C1750-1

It's got everything!
The Dukes of Hazzard
Warner Bros Television Distribution
A Warner Communications Company

20014SCHWAQ6681 $6A JUN/82
A C SCHWARZ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
WASHINGTON DC 20014

BEST COPY AVAILABLE

The First 50 Years Of Broadcasting
1972
□
PAGE 75

The Week in Brief

TOP OF THE WEEK

LONGER LICENSES ☐ Congress votes extensions to five years for radio, seven years for TV. Many elements of deregulation package dropped in compromise. **PAGE 27.**

IT'S MULHOLLAND ☐ Tinker chooses TV network chief to be president of NBC organization. Timothy will head NBC-TV. **PAGE 28.**

GIANT MERGER APPROVED ☐ FCC by 6-0 vote authorizes $646-million union of Westinghouse and Teleprompter. **PAGE 29.**

MIXED BAG IN SECOND QUARTER ☐ Earnings for eight broadcasting companies are off very slightly, affected by softness in nonbroadcast areas. **PAGE 32.**

WARINESS ABOUT DBS ☐ FCC group, studying 14 bids for interim operation, asks applicants for more information. Commission takes cautious approach and says it wants to keep all options open. **PAGE 33.**

SPECIAL REPORT

PRICE TAG: $210 MILLION ☐ Broadcasters will pay that for right to cover pro and college gridiron action in 1981. It's relatively small increase over 1980 total, due to stability from multiyear network contracts that carry through this season. **PAGE 40.**

JOURNALISM

WASHINGTON NEWS BUREAUS ☐ Helped by satellite technology, local stations across nation are blending national and local coverage. It's also creating reporter overpopulation problems at Capitol and White House. **PAGE 46.**

BUSINESS

NEWS SALES HORIZON ☐ CBS/Broadcast Group sets up international division under John Eger. **PAGE 58.**

WORDS BY MILLER, MUSIC BY REAGAN ☐ Designated FTC chairman thinks commission should retain antitrust authority for time being, let marketplace reign, and keep hands off all but fraudulent and deceptive ad claims. **PAGE 58.**

MEDIA

UNION OF UNIONS ☐ American Federation of Television and Radio Artists pushes for merger with Screen Actors Guild. AFTRA's Wolff also says there have been informal talks with American Guild of Musical Artists. **PAGE 60.**

PROGRAMING

NAB READIES FOR CHICAGO ☐ Fourth annual programing conference Aug. 16-19 expected to be sellout. Agenda expanded to include engineering sessions and slant on politics from FCC's Fowler. **PAGE 64.**

LAW & REGULATION

CASE AGAINST COMPULSORY LICENSES ☐ MPAA's Valenti, NAB's Wasilewski and INTV's Land voice their opposition before Senate committee. **PAGE 67.**

TAB CALLED TOO STIFF ☐ Cable operators at U.S. Copyright Office hearing say systems are paying too much, contend payments should reflect actual availability of distant signals to subscribers. **PAGE 67.**

1972

THE 'BROADCASTING' YEARS ☐ In an election year, broadcasters fought off political broadcasting legislation. Running for re-election, Nixon turned his back on debates with McGovern. Citizen groups stepped up crusades for reforms in children's TV. The Justice Department filed antitrust suits against the networks to curb their so-called dominance in programing. **PAGE 75.**

PROFILE

THE WORLDS OF WORTH ☐ Networks and satellites have played key roles in Gary Worth's life since he was a teenager. On them, he has ridden to success as president of Wold Communications. **PAGE 101.**

Index to departments

Bottom Line 59
Business Briefly 10
Changing Hands 61
Closed Circuit 7
Datebook 14
Editorials 104
Fates & Fortunes 97
For the Record 80
Monday Memo 24
Monitor 66
Open Mike 23
Playback 65
Stock Index 57
Washington Watch 70

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ American Petroleum 70 ☐ Blackburn & Co. 62 ☐ BMI 13 ☐ Broadcast Electronics 45 ☐ Broadcast Personnel 97 ☐ Continental Electronics 71 ☐ Corinthian 15 ☐ Fetzer Stations 74 ☐ Harris 19 ☐ Heller-Oak 63 ☐ Home Theater Network 66 ☐ Hughes Communications 20-21 ☐ Image Watches 59 ☐ Edward Johnson & Associates 18 ☐ Kaman 47 ☐ Katz 26 ☐ Media People 98 ☐ NEC Back Cover ☐ Paramount 35-37 ☐ Post-Newsweek 22 ☐ Pro Sports Entertainment Inc. 39 ☐ Research Group 4 ☐ RKO Radio Network 51-56 ☐ Satellite Music Corp. Inside Back Cover ☐ Sherwood, Hennes & Assocs. Inc. 99 ☐ Howard Stark 61 ☐ Storer 8-9 ☐ William B. Tanner 12 ☐ Teac Corporation of America 3 ☐ Telepictures 6 ☐ Telerep Inside Back Cover ☐ Teleworld 25 ☐ Top of the Charts Inc. 43 ☐ TV News People 98 ☐ 20th Century-Fox Television 16-17 ☐ Warner Brothers TV Front Cover ☐ Westwood One 10 ☐ WJZ-TV 11 ☐ World Wide Bingo 64 ☐

Football prices take short bounce up

Near stable figure due to multi-year TV network contracts; but drastic change is due in '82

A long hot summer without baseball began to give way to a seven-month season of football at the Hall of Fame game in Canton, Ohio, Saturday (Aug. 1).

In the forefront of the welcoming committee: America's strike-frustrated broadcasters with a $210,158,410 stake in football on the air.

That $210 million-plus is the total rights payment that networks, local stations and other sports organizations will pay to cover the action in the nation's stadiums this season.

Compared to last year's $207,241,350, the added $2.9 million seems to be only a slight increase. This is attributable to the virtually stabilized contracts between sports and the TV networks. The networks are currently in the last year of four-year contracts with the National Football League and the National Collegiate Athletic Association.

This year's plateau for network rights is viewed as the quiet before an explosion upwards in payments under new contracts. An NCAA two-network contract was announced just last week (see "In Brief"); upcoming negotiations by the National Football League Players Association to get a fixed portion of NFL gross revenues should up 1982 pro radio-TV contracts substantially.

BROADCASTING's annual survey of the networks, colleges, and professional clubs breaks down the 1981 radio-TV rights package this way:

- $199,255,000 from the television and radio networks for college and professional games. This figure remained constant with last year's.
- $6,435,000 from local radio stations or rights holders to NFL preseason and regular season games. This represents a tremendous leap from last year's figure of $4,507,500.
- $1,248,000 for local TV rights for NFL preseason games; another area that demonstrated almost across-the-board price hikes, compared to last year's $829,000.
- $3,230,417 for local radio and delayed TV rights to schools and colleges, a substantial gain over 1981's figure of $2,679, 850.

Taking a look at the networks' fees this season, ABC-TV will pay the NCAA an estimated $31.5 million for college games, $46 million to the NFL for preseason and *Monday Night Football;* $12 million for its NFL prime time mini-series; $1.5 million for the Pro Bowl and $200,000 for last week's Hall of Fame game.

CBS-TV will pay $51 million for its coverage of the NFL's National Football Conference games in preseason, regular season, playoffs and conference championship. This is in addition to the $6 million for the Super Bowl coverage. (CBS-TV alternates coverage of the Super Bowl each year with NBC-TV.)

NBC will pay $45 million to cover the NFL's American Football Conference during preseason, regular season, playoffs, and conference championships.

ABC, CBS, Mutual and NBC are spending more than $6 million in payments for the radio networks' coverage of college and pro games. Most of that money is attributed to the four-year contract renewal signed by CBS early in 1980 with the NFL. The contract runs through 1983 for a total of $12.1 million.

Here is how the radio and television networks expect to use the rights they bought for this season:

ABC-TV was scheduled to open its football season last Saturday (Aug. 1) with the AFC-NFC Hall of Fame game from Canton, Ohio, between the Cleveland Browns and the Atlanta Falcons, at 3:30 p.m. Two other preseason games are also on ABC's pro schedule: Los Angeles at San Diego on Friday, Aug. 21, at 9 p.m., and Washington at New England on Sunday, Aug. 30, at 12:30 p.m.

ABC's regular-season NFL schedule, like last year's, encompasses 16 *Monday Night Football* telecasts plus one Sunday-night and three Thursday-night games. The regular-season opener will be San Diego at Cleveland on Sept. 7; like all other Monday-night games it will start at 9.

The Thursday prime time specials will be Pittsburgh at Miami on Sept. 10 and Philadelphia at Buffalo on Sept. 17, both at 8:30 p.m., and Cleveland at Houston on Dec. 3 at 9 p.m. The Sunday prime time special will be Los Angeles at Dallas on Oct. 18 at 9 p.m.

ABC's *NCAA Football* coverage of college games, normally on Saturday afternoons, will open in prime time on Sept. 5, with Alabama versus Louisiana State, starting at 9 p.m. Another college game to be nationally televised is Stanford-Purdue a week later, on Sept. 12, at 3 p.m.

In all, *NCAA Football* will again include 13 national and 45 regional Division 1-A appearances, with each market receiving 23 games during the regular season.

Among postseason college games, ABC will carry the Gator Bowl on Dec. 28 and the Sugar Bowl on Jan. 1.

ABC officials reported last week that the NFL games are more than 80% sold and the college games about 65% sold. In the NFL games, 30-second spots are priced at an open rate of $125,000 each, or at $115,000 each if bought for both the 1981 and 1982 seasons. In the NCAA games the pricing is $60,000 per 30-second announcement on the open rate or an average of $54,000 each for two years.

Among advertisers signed for ABC's NFL games are Miller Brewing (through Backer & Spielvogel), Datsun (William Esty Co.), Chevrolet trucks (Campbell-Ewald), Buick (McCann-Erickson), Kere-Sun imported Japanese space heater (Young & Rubicam), Hewlett Packard (Wilton, Coombs & Colnett) and All State Insurance (Leo Burnett Co.). Advertisers in NCAA games on ABC include Chevrolet (Campbell-Ewald), Miller beer (Backer & Spielvogel), Anheuser-Busch (D'Arcy, MacManus & Masius), Schlitz beer (J. Walter Thompson Co.) and Texaco (Benton & Bowles).

CBS-TV's schedule opens with two NFL preseason games: Dallas at Los Angeles on Saturday, Aug. 15, at 9 p.m. NYT, and Houston versus Dallas on Saturday, Aug. 29, at 8:30 p.m. The regular-season lineup includes 101 games, opening with five regional broadcasts on Sunday, Sept. 6, at 1 p.m. NYT.

CBS will present eight doubleheaders, the first on Sept. 20, and three national telecasts during the regular season: Chicago at Dallas on Thanksgiving Day (Nov. 26) at 3 p.m.; Minnesota at Detroit on Saturday, Dec. 12, at 4 p.m., and Dallas at the New York Giants on Saturday, Dec. 19, at 12:30 p.m.

CBS's postseason lineup starts with a

What major schools get from local-regional radio and local TV

Conference	*Teams*	*Radio stations*	*TV stations*	*Total rights*
Atlantic Coast Conference	8	324	5	$233,000
Big Eight	8	227	28	302,767
Big Ten	10	367	26	508,500
Pacific Ten	10	124	21	587,000
Southeastern	10	804	62	568,500
Southwest	9	200	8	250,000
Western Athletic	9	69	9	214,500
Others and independents	61	876	102	566,150
Totals	**125**	**2,991**	**261**	**$3,230,417**

Local radio's pre- and regular-season NFL coverage

Team	*Originator*	*Regional network, games scheduled; rights holder*
AFC East		
Baltimore Colts	WCBM Baltimore	Regional net. of 21; four preseason games and 16 regular season games; station holds rights.
Buffalo Bills	WBEN Buffalo	Regional net. of approximately 11; four preseason games and 16 regular season games; station holds rights.
Miami Dolphins	WIOD Miami	Regional net. of 16; four preseason games and 16 regular season games; station holds rights.
New England Patriots	WEEI Boston	Regional net. of 40; four preseason games and 16 regular season games; station holds rights.
New York Jets	WCBS New York	No regional net.; four preseason games and 16 regular season games; station holds rights.
AFC Central		
Cincinnati Bengals	WLW Cincinnati	Regional net of 45; four preseason games and 16 regular season games; station holds rights.
Cleveland Browns	WHK Cleveland	Regional net of 42; five preseason games and 16 regular season games; station holds rights.
Houston Oilers	Texas State Network (KTRH Houston)	Regional net of 100; four preseason games and 16 regular season games; Texas State Network holds rights.
Pittsburgh Steelers	WTAE Pittsburgh	Mutual net of approximately 100; four preseason games and 16 regular season games; Mutual Broadcasting System holds rights.
AFC West		
Denver Broncos	KOA Denver	Regional net. of 42; four preseason games and 16 regular season games; station holds rights.
Kansas City Chiefs	KCMO Kansas City	Regional net. of 70; four preseason games and 16 regular season games; Mutual Broadcasting holds rights and is handling network.
Oakland Raiders	KGO San Francisco	Regional net. of about 25; four preseason and 16 regular season games; KGO holds local rights; KNX(AM) holds rights for Southern California, Arizona, New Mexico and Nevada. Lombard Associates holds rights outside Bay area; Bob Speck Productions holds rights for other states.
San Diego Chargers	KSDO San Diego	Regional net. of 13; four preseason games and 16 regular season games; stations hold rights.
Seattle Seahawks	KIRO Seattle	Regional net. of 47; four preseason games and 16 regular season games; station holds rights.

Team	*Originator*	*Regional network, games scheduled; rights holder*
NFC East		
Dallas Cowboys	KRLD Dallas	Games will be fed to Mutual Southwest Network; four preseason games and 16 regular season games; station holds rights.
New York Giants	WNEW New York	Regional net. of 30; four preseason games and 16 regular season games; station holds rights with Metro Communications Sports handling network.
Philadelphia Eagles	WIP Philadelphia	Regional net. of 24; four preseason games and 16 regular season games; station holds rights with Metro Communications Sports handling network.
St. Louis Cardinals	KMOX St. Louis	Regional net. of approx. 50 stations; four preseason 16 regular season games; station holds rights.
Washington Redskins	WMAL Washington	Regional net. of approx. 100; four preseason games and 16 regular season games; station holds rights.
NFC Central		
Chicago Bears	WBBM Chicago	No regional net.; four preseason games and 16 regular season game; station holds rights.
Detroit Lions	WJR Detroit	Regional net. of 45; four preseason games and 16 regular season games; station holds rights.
Green Bay Packers	WTMJ Milwaukee	Regional net. of 75; four preseason games and 16 regular season games; station holds rights.
Minnesota Vikings	WCCO Minneapolis-St. Paul	Regional net. of approximately 25; four preseason games and 16 regular games; station holds rights.
Tampa Bay Buccaneers	WDAE Tampa, Fla.	Regional net. of 36; four preseason games and 16 regular season games; Taft Broadcasting Co. holds rights.
NFC West		
Atlanta Falcons	WGST Atlanta	Regional net. of approximately 100; four preseason games and 16 regular season games; Mutual Broadcasting System holds rights.
Los Angeles Rams	KMPC Los Angeles	Regional network of 20; four preseason games and 16 regular season games; station holds rights.
New Orleans Saints	WGSO New Orleans	Regional network of 40; four preseason games and 16 regular season games; Insilco Sports Network holds rights.
San Francisco 49ers	KCBS San Francisco	Regional net. of 18; four preseason games and 16 regular season games; station holds rights.

first-round NFC playoff game on Sunday, Dec. 27. Then come the NFC divisional playoffs on Saturday and Sunday, Jan. 2 and 3, 1982, the NFC championship on Sunday, Jan. 10, and the Super Bowl at the Silverdome in Pontiac, Mich., at 4 p.m. Sunday, Jan. 24.

CBS officials declined to say what price tag they had hung on the Super Bowl, but other sources said it was approximately $345,000 per 30-second announcement, easily eclipsing the record set a year ago when NBC priced Super Bowl 30's at $275,000. When CBS had the championship game in 1980, the price was $234,000.

CBS-TV will also again present *NFL Today*, a pregame, half-time and postgame program, on each game day.

Among the postseason college games, CBS will present the Blue-Gray All Star game Dec. 25, the Sun Bowl Dec. 26, the Peach Bowl Dec. 31, the Cotton Bowl Jan. 1 and the East-West Shrine game Jan. 9.

CBS officials declined to discuss pricing, but other sources estimated that regular-season pro games were being offered at an average of about $100,000 per 30-second announcement, up from about $80,000 last year. Regular-season advertisers were said to include Anheuser-Busch (through D'Arcy, MacManus & Masius), Miller beer (Backer & Spielvogel), All State Insurance (Leo Burnett), Radio Shack (Central Advertising), Volkswagen (Doyle Dane Bernbach) and Ford (J. Walter Thompson Co.).

The CBS Radio Network begins its fourth year—and the second year of a four-year contract—carrying the games on Sept. 7 with San Diego at Cleveland at 8:50 p.m. NYT. CBS will broadcast 36 NFL regular season and Monday-night games, and all of the 10 postseason playoff games this year.

Among advertisers signed for CBS Radio's NFL coverage are: Ace Hardware (D'Arcy-MacManus & Masius), Anheuser-Busch (D'Arcy-MacManus & Masius), CBS-TV Entertainment Division (Doyle, Dane Bernbach/West), True

Local TV preseason NFL coverage

AFC East

Team	*Originator*	*Regional network, games scheduled; rights holder*
Baltimore Colts	WMAR-TV Baltimore	Regional net of six; three live games, one tape delay; station holds rights.
Buffalo Bills	WKBW-TV Buffalo	Regional net. of two; two live games; station holds rights.
Miami Dolphins	WPLG-TV Miami	No regional net.; two live games, two tape delay; station holds rights.
New England Patriots	WBZ-TV Boston	No regional net.; two live games; station holds rights.
New York Jets	WNEW-TV New York	No regional net; two live games, two tape delay; station holds rights.

AFC Central

Team	*Originator*	*Regional network, games scheduled; rights holder*
Cincinnati Bengals	WLWT Cincinnati	Regional net. of three; three live games, one tape delay; station holds rights.
Cleveland Browns	WKYC-TV Cleveland	No regional net.; two live games; station holds rights.
Houston Oilers	KPRC-TV Houston	Regional net. of three; two live games, one tape delay; station owns rights.
Pittsburgh Steelers	WPXI-TV Pittsburgh	No regional net.; two live games, one TBA; station holds rights.

AFC West

Team	*Originator*	*Regional network, games scheduled; rights holder*
Denver Broncos	KOA-TV Denver	No regional net.; three live games; station holds rights.
Kansas City Chiefs	KCMO-TV Kansas City	No regional net.; two live games, two tape delay; station holds rights.
Oakland Raiders	KRON San Francisco	Feeds two other stations; one tape delay, two other TBA; Bob Speck Productions holds rights.
San Diego Chargers	KGTV San Diego	No regional net.; four live games; station holds rights
Seattle Seahawks	KING-TV Seattle	No regional net.; four live games; station holds rights.

NFC East

Team	*Originator*	*Regional network, games scheduled; rights holder*
Dallas Cowboys	KXAS-TV Dallas-Ft. Worth	No regional net.; four tape delay games; Nevin Lyerly Productions, Austin, Tex. holds rights.
New York Giants	WPIX New York	No regional net; four preseason games, status TBA; station holds rights.
Philadelphia Eagles	WCAU-TV Philadelphia	No regional net.; three live games; station holds rights.
St. Louis Cardinals	KSDK-TV St. Louis	No regional net.; three live games; Anheuser-Busch holds rights.
Washington Redskins	WJLA-TV Washington	Regional net. of 10; three games tape delay; station holds rights.

NFC Central

Team	*Originator*	*Regional network, games scheduled; rights holder*
Chicago Bears	WBBM-TV Chicago	No regional net.; two live games, two tape delay; station holds rights.
Detroit Lions	WJBK-TV Detroit	No regional net.; two live games, two tape delay; station holds rights.
Green Bay Packers	WBAY-TV Green Bay	Regional net. of six; three live games, one tape delay station holds rights.
Minnesota Vikings	WTCN-TV Minneapolis-St. Paul	Regional net of three, two live games; two tape delay; Twin City Federal Savings & Loan Association holds rights.
Tampa Bay Buccaneers	WTOG-TV St. Petersburg-Tampa, Fla.	No regional net.; one live game, three tape delay; station holds rights.

NFC West

Team	*Originator*	*Regional network, games scheduled; rights holder*
Atlanta Falcons	WTBS-TV Atlanta	No regional net.; two live games, two tape delay; station holds rights.
New Orleans Saints	WWL-TV New Orleans	Regional net. of nine; one live game, two tape delay; station holds rights.
Los Angeles Rams	KTTV Los Angeles	No regional net.; two games tape delay (one will air on CBS-TV, other on ABC-TV), two games will be live if sold out, station holds rights.
San Francisco 49ers	KPIX San Francisco	Feeding one other station one live game, two tape delay; station holds rights.

Value hardware stores (Christenson, Barclay & Shaw), General Motors-Buick Motor Division (McCann-Erickson), Homelite Division of Textron (Henderson Advertising), International Harvester (Tatham Laird & Kudner), Levi Strauss (Foote, Cone & Belding/Honig), State Farm Insurance (Needham Harper & Steers), Stewart-Warner Corp. (Brand Advertising) and Union Carbide (Young & Rubicam).

CBS Radio will carry three of the college bowl games: the Sun Bowl on Dec. 26; the Cotton Bowl on Jan. 1; and the Senior Bowl on Jan. 16. Additionally, the network will air a Cotton Bowl preview on Dec. 31. On Aug. 31, CBS Radio will present a six-part series, *NFL Preview,* featuring Hank Stram and Jack Buck. The show runs through Sept. 5.

NBC-TV opens its schedule Saturday, Aug. 22, with the first of two preseason games, Dallas versus Pittsburgh at 9 p.m. NYT. The other preseason contest will be the following afternoon, Philadelphia against New Orleans at 1 p.m.

NBC-TV's regular-season schedule of 102 games kicks off Sunday, Sept. 6, with a doubleheader offering of regional games including Baltimore against New England at 1 p.m. and Houston against Los Angeles at 4 p.m. The schedule also includes seven other doubleheader Sundays and three national telecasts: Detroit versus Kansas City on Thanksgiving Day, starting at 12:30 p.m.; Cleveland versus New York Jets on Saturday, Dec. 12, also at 12:30, and Buffalo versus Miami on Saturday, Dec. 19, at 4 p.m.

NBC-TV's postseason coverage will start with the AFC wild-card playoff on Sunday, Dec. 27. AFC divisional playoffs are scheduled for Saturday and Sunday, Jan. 2 and 3, with the divisional winners meeting for the AFC championship on Sunday, Jan. 10.

NBC-TV again has three college bowl games, this time all scheduled on Jan. 1: the Fiesta at 1:30 p.m., the Rose at 4 p.m., and the Orange at 8 p.m.

Spots in NBC-TV's AFC games are priced at $80,000 per 30 seconds, up from an average $70,000 last year. For the playoffs, the price averages $140,000 per 30, about the same as a year ago. For the AFC championship it goes to $170,000 per 30, up from $140,000 last year.

Among major advertisers in both the AFC games and the playoffs are Alcoa (through Creamer, Dickson, Basford), Anheuser-Busch (D'Arcy, MacManus & Masius), Chrysler (Kenyon & Eckhardt), Miller beer (Backer & Spielvogel), Pontiac (D'Arcy), Schlitz beer (J. Walter Thompson Co.), Lincoln-Mercury (Young & Rubicam), Mazda (Foote, Cone & Belding), Radio Shack (Central Advertising) and United Airlines (Leo Burnett).

Alcoa, Anheuser-Busch, Chrysler, Miller, Schlitz, Radio Shack and United Airlines are also among major advertisers in NBC-TV's coverage of the AFC championship game.

In the postseason college games, NBC is pricing 30-second announcements at $50,000 in the Fiesta Bowl, $170,000 in the Rose Bowl and $150,000 in the Orange Bowl. These prices compare with last season's $45,000, $150,000 and $130,000, respectively.

NBC officials say it's too early for firm commitments in the Rose and Orange Bowl coverage but that advertisers set for the Fiesta Bowl include All State Insurance (Leo Burnett), International Business Machines (Doyle Dane Bernbach), Miller beer (Backer & Spielvogel), RCA (Burnett) and Toyota (Dancer-Fitzgerald-Sample).

Network Lineups

ABC-TV

Hall of Fame Game	Aug. 1
NFL preseason games	Aug. 21
NCAA college games	Sept. 5
NFL Monday Night Football	Sept. 7
NFL prime time miniseries	Sept. 10
Pro Bowl	Jan. 31
Gator Bowl	Dec. 28
Sugar Bowl	Jan. 1
Hula Bowl	Jan. 9

CBS-TV

NFC preseason games	Aug. 15
NFC regular season games	Sept. 6
NFC divisional playoffs	Jan. 2
NFC championship	Jan. 10
Blue-Grey game	Dec. 25
Sun Bowl	Dec. 26
Peach Bowl	Dec. 31
Cotton Bowl	Jan. 1
East-West Shrine	Jan. 9
Super Bowl	Jan. 24

NBC-TV

AFC preseason games	Aug. 22
AFC regular season	Sept. 6
AFC divisional playoffs	Jan. 2
AFC championship	Jan. 10
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1

CBS Radio

Package of 36 NFL games various times including Monday-night games, and all post-season games.	various times
Sun Bowl	Dec. 26
Cotton Bowl	Jan. 1
Senior Bowl	Jan. 16

Mutual Radio

NFL games	Sept. 6
Notre Dame games, NCAA wildcards	various times
Holiday Bowl	Dec. 13
Gator Bowl	Dec. 28
Liberty Bowl	Dec. 29 or 30
Hall of Fame Classic	Dec. 31
Orange Bowl	Jan. 1

NBC Radio

Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1

NBC Radio will again carry two college bowl games—the Fiesta and Rose, both on Jan. 1. A spokesman said rates and advertisers were not yet available.

Mutual will begin its 14th year of Notre Dame football coverage this fall, covering 11 contests. In addition MBS will broadcast five other major college games for a total of 16. On a regional basis, Mutual also will carry a total of 63 college games of the Southwest Conference on a total of 250 stations.

The network's college bowl lineup in 1981 will be the Holiday Bowl in San Diego on Dec. 13; the Gator Bowl in Jacksonville, Fla., on Dec. 28; the Liberty Bowl in Memphis on Dec. 29 or 30; the Hall of Fame Classic in Birmingham, Ala., on Dec. 31 and the Orange Bowl in Miami on Jan. 1.

On the professional side, Mutual will provide national coverage of 16 NFL games on Sunday afternoon, with each preceded by a 15-minute pregame show starting at 3:45 p.m. NYT. Last year Mutual carried on a regional basis the games of the Dallas Cowboys. This year, in addition to the Cowboys, Mutual will provide regional hookups for the Pittsburgh Steelers, the Atlanta Falcons and the Kansas City Chiefs.

There will be a total of 20 games for each of the teams.

Also on the local scene:

Advertisers, from car dealer associations to major beer companies, seemed to flock to both local TV and radio stations carrying the games with even greater intensity and speed than last year.

The majority of local rights holders surveyed by Broadcasting reported that sales were ahead of those for 1980 and were close to being completed.

A spokesman for WTMJ(AM) Milwaukee pointed out that "selling the Green Bay Packers' games is never a problem" because of a tremendous fan loyalty. The Packers are folk heroes in Wisconsin, he added. WTMJ, now in its 50th year of originating the games, has made 90% of its sales to date with a variety of advertisers including Pabst beer, Ford dealers, True Value hardware stores, Jay's potato chips, Hillshire Farms (sausages) and John Deere (local dealers group).

Green Bay's WBAY-TV has been carrying the Packers games for seven years and General Manager Tom Kittinger said that sales are up 100%. He said: "There seems to be more regional money around this year." The Toyota Dealers Association and Pabst are among the major sponsors for the TV games.

In terms of volume and dollars, WKYC-TV Cleveland said it was "ahead of the pace" of last year for the Browns games. With over half of the advertising sold, the station's biggest sponsor for the games is the Genesse Brewing Co. WKYC-TV attributed the added excitement on the part of the advertisers to a good 1980 season in which the Browns won the NFC's Central division.

Joe Lewin, general sales manager of

WLWT(TV) Cincinnati, said: "We've been very successful sellers." Among the local sponsors for the Bengals games are Anheuser-Busch and Toyota. Lewin said that so far, over 70% of the games have been sold.

Detroit Lions' station WJR(AM) reports about 75% of the games sold. Top advertisers are Anheuser-Busch, Ford Motor, Denny's restaurants, True Value hardware and SEMTA (Southeast Michigan Travel Association).

Jack Clemens, vice president, sports division at Mutual Broadcasting, described sales for Kansas City Chiefs' games as "fairly good, about 65% sold out," and cited these major sponsors: Budweiser, Motorcraft, Merement (mufflers) Allied Vans, Alliance Manufacturing, Homelite and Pro Hardware.

In Philadelphia, sales in both TV and radio for the Eagles games were reported as "excellent," with WCAU-TV sold out and radio close to that. At WIP(AM), the leading sponsors are TWA, Datsun, MAB Paint Co., Amtrak and Budweiser.

The Buffalo Bills games have just been sold out, according to spokesman at WBEN(AM) in Buffalo, N.Y.

WNEW(AM) in New York, announced that Budweiser, Manufacturers Hanover Trust, Toyota and TWA will sponsor New York Giants games. The last-named sponsor will offer a promotion for winning couples to fly to every away game.

WCBS(AM), again originating the New York Jets games, has sold approximately 70%, according to an official there. Some of the top sponsors are Eastern Airlines, Sony, Manufacturers Hanover Trust, Datsun and Budweiser.

Boston's WEEI(AM) listed Anheuser-Busch, Chevrolet and Nixdorf computers as principal advertisers for the New England Patriots games.

Advertiser interest in football continued to overlap into other program areas, namely in syndication. According to one television syndicator, Mike Vaughn, president of Pro Sports Entertainment, his programs, which include *Super Memories at the Super Bowl* and *NFL Review and Preview,* are sold out. Coors beer, Strohs beer, Michelin tires and Mazda Motors are among the sponsors.

Offering his views on the apparent selling success of most stations for football this season, David Halberstam, manager of the sports division at Katz Radio, noted that it's not just the traditional sports advertisers that are showing interest. He says "new categories of advertisers are looking at football, like computer companies." Halberstam, whose firm represents nine football teams, said this year two sponsors new to football are Cribari wine and Fuji film.

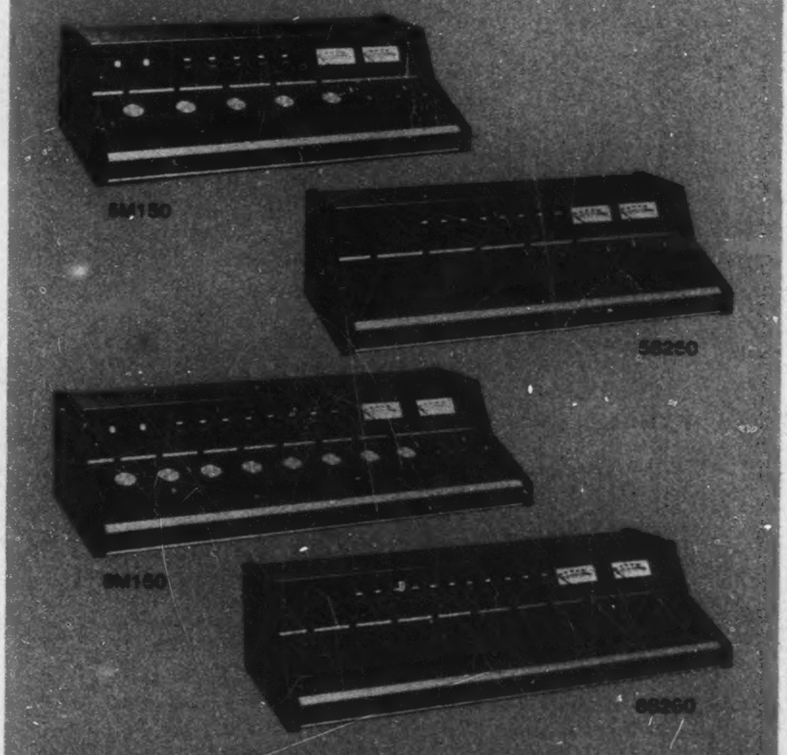
Mizlou Productions, New York, will handle six bowl telecasts this season (up from five in 1980): the Independence Bowl on Dec. 12 (8 p.m. NYT); the Garden State Bowl, Dec. 12 (12:30 p.m. NYT); the Holiday Bowl, Dec. 18 (9 p.m. NYT); Tangerine Bowl, Dec. 19 (8 p.m.); Hall of Fame Classic, Dec. 31 (2 p.m.), and Blue Bonnet Bowl, Dec. 31 (8 p.m. NYT).

The New Look in Audio Consoles

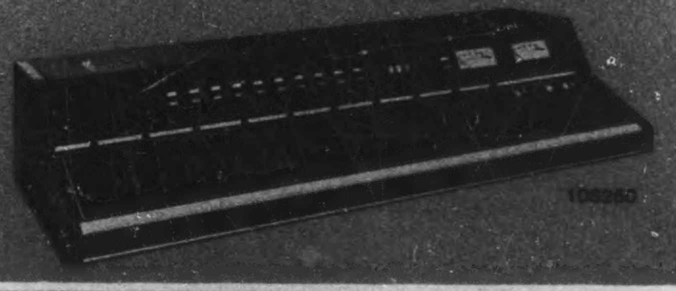
The new look in audio consoles is elegance! Freshly styled, with durable front panel graphics, fashioned control knobs, hardwood end panels, brushed stainless covers and superb audio from field proven modular electronics.

Audio performance? Exceptional! For both 150 and 250 series: Distortion .05% IM and THD from 30 Hz to 20 kHz at +18 dBm output with ±0.5 dB frequency response. Each mixer in every model has a preamp selectable for either microphone or high level plus a full complement of line, monitor, cue and headphone amplifiers...all plug-in. Choose from 10 different models, mono or stereo.

For more information, contact your local Broadcast Electronics distributor, or write for our new brochure.



And Now a New
Ten Mixer Console, Mono or Stereo



a FILMWAYS company
BE
BROADCAST ELECTRONICS INC.
[illegible]

Tomorrow's Moore (r) with Backe

Backe takes helm of production firm

Former CBS Inc. president joins Tomorrow Entertainment, New York, as president and chief executive

John D. Backe, former president and chief executive officer of CBS Inc., has joined Tomorrow Entertainment Inc., New York, as president and chief executive officer as part of an expansion effort that is expected to move Tomorrow into all phases of program production.

"We expect to be in series production, theatrical films, made-for-TV movies, cable television and videodisks," Backe said in an interview last week. "We're aiming to become a full-service production company."

Backe said since leaving CBS in May 1980, he had considered several corporate offers but wanted a return to involvement with product and product development. He said he had chosen to move to Tomorrow because of its reputation for innovative programing.

Tomorrow Entertainment is an autonomously operated subsidiary of Dancer Fitzgerald Sample, New York. It was founded in 1971 by Thomas W. Moore, one-time president of ABC-TV. Moore will continue as chairman of Tomorrow for two years and thereafter will be a consultant to the firm.

Tomorrow has concentrated its efforts on the production of television specials and made-for-TV feature films. Its programing has included *The Autobiography of Miss Jane Pittman, I Know Why the Caged Bird Sings, Judge Horton and the Scottsboro Boys, A War of Children* and *In This House of Brede*. The company has won 19 Emmy awards.

Backe was president and chief executive officer of CBS Inc. from 1977 until May 1980. Earlier he had been president of the CBS Publishing Group, starting in 1973.

He said Tomorrow has a permanent staff of 10 but the size will increase as it undertakes various production projects. He said he is looking forward to working with creative people.

Ratings Roundup

With four winning nights and the seven top-rated shows, CBS-TV demolished its prime-time network competition for the week ended July 26, leading ABC-TV by more than three rating points and NBC-TV by more than four.

CBS came out with an average 15.9 rating and 31 share to ABC's 12.7/24 and NBC's 11.5/22.

Of the week's 65 programs, only nine were originals. Topping the original list and the week's highest-rated show was CBS's *Miss Universe Pageant* on Monday, scoring a 25.4/44. The only other original in the top-20 was ABC's *20/20* which came in eighth place with a 18.6/36.

During the week, CBS won Monday, Friday, Saturday and Sunday; ABC took Tuesday and Thursday, and NBC had its usual sole win on Wednesday.

The two documentaries ABC News offered that week both came in third for their time slots. Friday's *Kitty: Return to Auschwitz* repeat earned an 8.5/17 and an original *Social Security: Myths & Realities* brought a 10.6/20. At CBS, *Walter Cronkite's Universe* summer series on Tuesday scored only a 9.4/19.

The top-rated movie of the week was ABC's *City in Fear* rerun on Sunday (16.8/32). CBS's *Death Car on the Freeway* rerun a night earlier had the best movie share (16.6/34).

The First 20

1.	*Miss Universe Pageant*	CBS	25.4/44
2.	*The Jeffersons*	CBS	21.2/36
3.	*60 Minutes*	CBS	20.6/43
4.	*Dukes of Hazzard*	CBS	20.6/42
5.	*Dallas*	CBS	20.1/42
6.	*Trapper John, M.D.*	CBS	19.9/36
7.	*Alice*	CBS	19.9/34
8.	*20/20*	ABC	18.6/36
9.	*M*A*S*H*	CBS	18.3/35
10.	*Hart to Hart*	ABC	17.9/33
11.	*Facts of Life*	NBC	17.7/32
12.	*Quincy, M.E.*	NBC	17.4/31
13.	*Diff'rent Strokes*	NBC	17.0/32
14.	*One Day At A Time*	CBS	17.0/32
15.	*Three's Company*	ABC	16.9/32
16.	*City in Fear* (movie)	ABC	16.8/32
17.	*Death Car on the Freeway* (movie)	CBS	16.6/34
18.	*House Calls*	CBS	16.5/31
19.	*Archie Bunker's Place*	CBS	15.9/31
20.	*Taxi*	ABC	15.4/30

The Final Five

61.	*The Waltons*	CBS	9.1/19
62.	*ABC News Closeup: Kitty: Return to Auschwitz*	ABC	8.5/17
63.	*BJ & the Bear*	NBC	7.5/16
64.	*Games People*	NBC	6.9/14
65.	*These Amazing Animals*	ABC	5.0/10

PlayBack

Only good news. WMCA(AM) New York has launched *Naura's Good News*, one-hour program featuring upbeat news culled from newspapers and magazines throughout U.S. Scheduled on Saturday, 5-6 p.m., program spotlights actress-author Naura Hayden. Two weekly segments are "Good Old Days," which debunks belief life was better 10, 20 or 50 years ago, and "Naura's Good News Line," during which Hayden receives live telephone calls from radio stations across country to offer Hayden good news of their own.

□

Radio vs. TV. KAAY(FM)-KPLO(FM) in Little Rock, Ark., which joined forces with Storer Broadcasting's Riverside Cable last May for trimulcasting effort of stations' *Good Morning Little Rock*, are now "in the business of competing with local TV dollars," according to Phillip Zeni, vice-president, Multimedia Broadcasting Co. and general manager of those stations. Currently in its eighth week, program includes concerts featuring major recording artists videotaped in Little Rock. Throughout show's 13-week run Zeni hopes to prove, that, "The localness of radio is the one thing that makes it so distinctively different... from television."

□

First fives. The top five songs in **contemporary radio airplay**, as reported by BROADCASTING's *Playlist:* (1) *The Greatest American Hero* by Joey Scarbury on Elektra; (2) *Slow Hand* by the Pointer Sisters on Planet; (3) *I Don't Need You* by Kenny Rogers on Liberty; (4) *Hearts* by Marty Balin on EMI; (5) *The One That You Love* by Air Supply on Arista. The top five in **country radio airplay:** (1) *I Don't Need You* by Kenny Rogers on Liberty; (2) *Prisoner Of Hope* by Johnny Lee on Full Moon/Asylum; (3) *Too Many Lovers* by Crystal Gayle on Columbia; (4) *Rainbow Stew* by Merle Haggard on MCA; (5) *I Still Believe In Waltzes* by Conway Twitty and Loretta Lynn on MCA.

BEST COPY AVAILABLE

tucky—Reassigned UHF TV ch. 19 from Owensboro to Madisonville as that community's first commercial television assignment, substituted UHF TV ch. 48 at Owensboro, effective September 23 (BC Doc. 80-607). Action July 9.

- Muncie, Ind.—Substituted UHF TV ch. 17 for UHF TV ch. 61 at Muncie as channel assignment reserved for noncommercial use, effective September 21 (BC Doc. 80-859). Action July 9.
- Delhi, La.—In response to petition by Baker Broadcast Enterprises proposed assigning 93.5 mhz instead of 92.1 to avoid short spacing to Delhi as that community's first FM assignment, comments due September 21, replies October 13 (BC Doc. 81-437). Action July 9.
- Tioga and Boyce, both Louisiana—Assigned 98.3 mhz to Tioga as its first FM assignment and substituted 102.3 mhz for 98.3 mhz at Boyce, effective September 23 (BC Doc. 81-100). Action July 9.
- Middleton, Mass.—Assigned UHF TV ch. 62 to Middleton as its first TV ch. assignment, effective September 23 (BC Doc. 80-754). Action July 9.
- Las Vegas and North Las Vegas, Nev.—Assigned 106.5 mhz to Las Vegas as its seventh FM assignment and 104.1 mhz to North Las Vegas as its first FM assignment, effective September 22 (BC Doc. 80-700). Action July 9.
- Mt. Vernon, Ohio—Denied petition by Mt. Vernon Broadcasting Co. for reconsideration of Report and Order adopted July 30, allocating 98.3 mhz to Mt. Vernon, Ohio as its second FM assignment, and terminated proceeding (BC Doc. 80-22). Action July 20.
- Redmond, Ore.—In response to petition by the Oregon Broadcasting Co. proposed assigning 102.9 mhz and 107.5 mhz to Redmond and proposed modifying license of KSBC(FM) Redmond, to operate on 102.9 mhz, channel originally sought by petitioner; or proposed assigning 98.3 mhz to Redmond which would eliminate need for station KSBC to change its operating frequency; ordered KSBC to show cause why its license should not be modified to operate on 102.9 mhz. Action July 9.
- Blairsville, Pa.—Assigned 106.3 mhz to Blairsville as its first FM assignment, effective September 22 (BC Doc. 80-854). Action July 9.
- Andrews and Pawley's Island, S.C.—Assigned 100.9 mhz to Andrews as its first FM assignment, with site restriction of three miles to prevent short-spacing with WWOM-FM, Sumter, S.C., effective September 14 (BC Doc. 80-701). Action July 13.
- Tremonton, Utah—In response to request by Bear River Broadcasting Inc., proposed assigning either 100.7 mhz or 104.9 mhz to Tremonton as its first FM assignment, comments due September 14, replies October 5 (BC Doc. 80-512). Action July 13.
- Montpelier, Stowe, Vergennes and Waterbury, all Vermont, and Moriah and Port Henry, N.Y.—Deleted 106.3 mhz from Moriah and assigned it to Vergennes; assigned 92.7 mhz to Montpelier; substituted 103.1 mhz for 101.7 mhz at Waterbury and assigned 101.7 mhz to Stowe; and assigned 92.1 mhz to Port Henry, N.Y., effective September 14. (BC Doc. 81-235). Action July 10.

Cable

Applications

- Marco Communications Inc. for Houston, Tex. (4.6m; Prodelin; E3372).
- H & R Management for Houston, Tex. (4.6m; Prodelin; E3374).
- Wade-Bird & Associates Inc. for Houston, Tex. (4.6m; Prodelin; E3375).
- Big Valley Cable vision Inc. for Manteca, Calif. (4.5m; Prodelin; E3376).
- Clover Leaf Farms for Brookville, Fla. (7m; Microdyne, E3377).
- Marco Communications Inc. for Houston, Tex. (4.6m; Microdyne; E3378).
- Springs Valley Cablevision Corp. for French Lick, Ind. (5m; AFC; E3379).
- Pinebelt Cablevision of Satsuma Inc. for Satsuma, Ala. (5m; S-A; E3382).
- Fort Smith Cable TV Co. for Sallisaw, Okla. (5m; S-A; E3383).
- Arizona State, Division of Emergency Services for St. Johns, Ariz. (5m; Unknown; E3384).
- Continental Cablevision of New Hampshire Inc. for Portsmouth, N.H. (5m; Microdyne; E3385).
- Mount Cities Cable TV Inc. for Mount Vernon, Tex. (5m; S-A; E3386).
- Brigham City Associates for Brigham City, Utah (4.5m; Andrew; KG65).
- Magic Valley Cable Vision Inc. for Twin Falls, Idaho (6m; RE Systems; KG71).
- Uvalde Television Cable Corp. for Uvalde, Tex. (6m; Harris; KG91).
- Cable TV of Durango for Durango, Colo. (5m; S-A; KH27).
- LaFourche Communications Inc. for Thibodaux, La. (6.1m; Harris; KH66).
- General Electric Cablevision Corp. for Biloxi, Miss. (5m; S-A; WF94).
- Northwest Illinois Television Cable Co. for Galesburg, Ill. (4.5m; Andrew; WG91).
- American Cablevision of Carolina Inc. for Spring Lake, N.C. (5m; S-A; WH48).

Grants

- Blue Ridge Cable Television Inc. for Damascus township, Pa. (E3171).
- Idyllwild Cablevision Inc. for Idyllwild, Calif. (E3200).
- Carlsbad Cablevision for Carlsbad, Calif. (E3201).
- Service Electric Cable TV Inc. for Allentown, Pa. (E3202).
- United Cable Television Corp. of Michigan for Woodhaven, Mich, (E3204).
- Satellite Cable TV Corp. for Scott AFB, Ill. (E3207).
- Saline County Cable Television Inc. for Benton, Ark. (E3209).
- Community Tele-Communications Inc. for Glenwood Springs, Colo. (E3210).
- Community Tele-Communications Inc. for Monroe City, Mo. (E3211).
- Nation Wide Cablevision Inc. for Poulsbo, Wash. (E3212).
- Hi-Net Communications Inc. for New Iberia, La. (E3215).
- Hi-Net Communications Inc. for Orlando, Fla. (E3216).
- Century Cable of Northern California for San Pablo, Calif. (E3223).
- Nor-Com Video Inc. for Adams, Wis. (E3232).
- General Electric Cablevision Corp. for Watertown, N.Y. (E3233).
- Nor Cal Cablevision Inc. for Paradise, Calif. (E3235).
- Desert Hot Springs Cablevision Inc. for Desert Hot Springs, Calif. (E2338).
- Telecable Inc. for Lake Odessa, Mich. (E3239).
- American Cable Television Inc. for Lake Havasu City, Ariz. (KB87).
- Communications Services Inc. for Lake Charles, La. (KD40).
- RCA Alaska Communications Inc. for Eagle River, Alaska (KD50).

Call Letters

Applications

Call	*Sought by*
	New FM's
KMGQ	Goleta Communications Corp., Goleta, Calif.
WTHD	Flanagan, Flanagan and Cross Inc., Columbia, N.C.
KLIM	Ices Inc., Forks, Wash.
KSIT	Imperial Broadcasting Inc., Rock Springs, Wyo.
	Existing AM's
WMXY	WJBY Gadsden, Ala.
KZKZ	KEOS Flagstaff, Ariz.
KRMX	KAPI Pueblo, Colo.
WCBF	WINQ Tampa, Fla.
WBUD	WKXW Trenton, N.J.
WHKE	WEND Edensburg, Pa.
WSPP	WZUU Milwaukee
	Existing FM's
KRMX-FM	KAPI-FM Pueblo, Colo.
KKUZ	KPCG Joplin, Mo.
KBZQ	KKOZ Billings, Mont.
WXKG	WLIV-FM Livingston, Tenn.

Grants

Call	*Assigned to*
	New AM's
WWES	Erwin S. Solomon, Hot Springs, Ark.
WEKC	Williamsburg Broadcasting Inc., Williamsburg, Ky.
	New FM's
WXRS-FM	WSJ Radio Inc., Swainsboro, Ga.
KMDL	Mid-Acadiana Broadcasting Corp., Kaplan, Mo.
WWCJ	Ethnic Public Broadcasting Foundation, Jackson, Miss.
KBVD	Ruidoso Broadcasting Co., Ruidoso, N.M.
WDNH-FM	WAEN Broadcasting Corp., Honesdale, Pa.
KEMM	Commerce Broadcasting Inc., Commerce, Tex.
	Existing AM's
WSUX	WSFD Seaford, Del.
WSLL	WSSL Centreville, Miss.
WRPQ	WBOO Baraboo, Wis.
	Existing FM's
KGFT	KARP Carpinteria, Calif.
WBEY	WAQA Grasonville, Md.
KEVR	KEVR-FM Espanola, N.M.
	Existing TV
KESQ-TV	KESQ Palm Springs, Calif.

Summary of broadcasting

FCC tabulations as of June 30, 1981

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,615	3	1	4,619	121	4,740
Commercial FM	3,322	2	0	3,324	170	3,494
Educational FM	1,105	0	1	1,106	66	1,172
Total Radio	9,042	5	2	9,049	357	9,406
Commercial TV						
VHF	521	1	0	522	6	528
UHF	242	0	0	242	109	351
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,022	4	7	1,033	138	1,171
FM Translators	8	0	0	8	16	24
TV Translators						
UHF	2,616	0	0	2,616	220	2,836
VHF	1,410	0	0	1,410	480	1,890

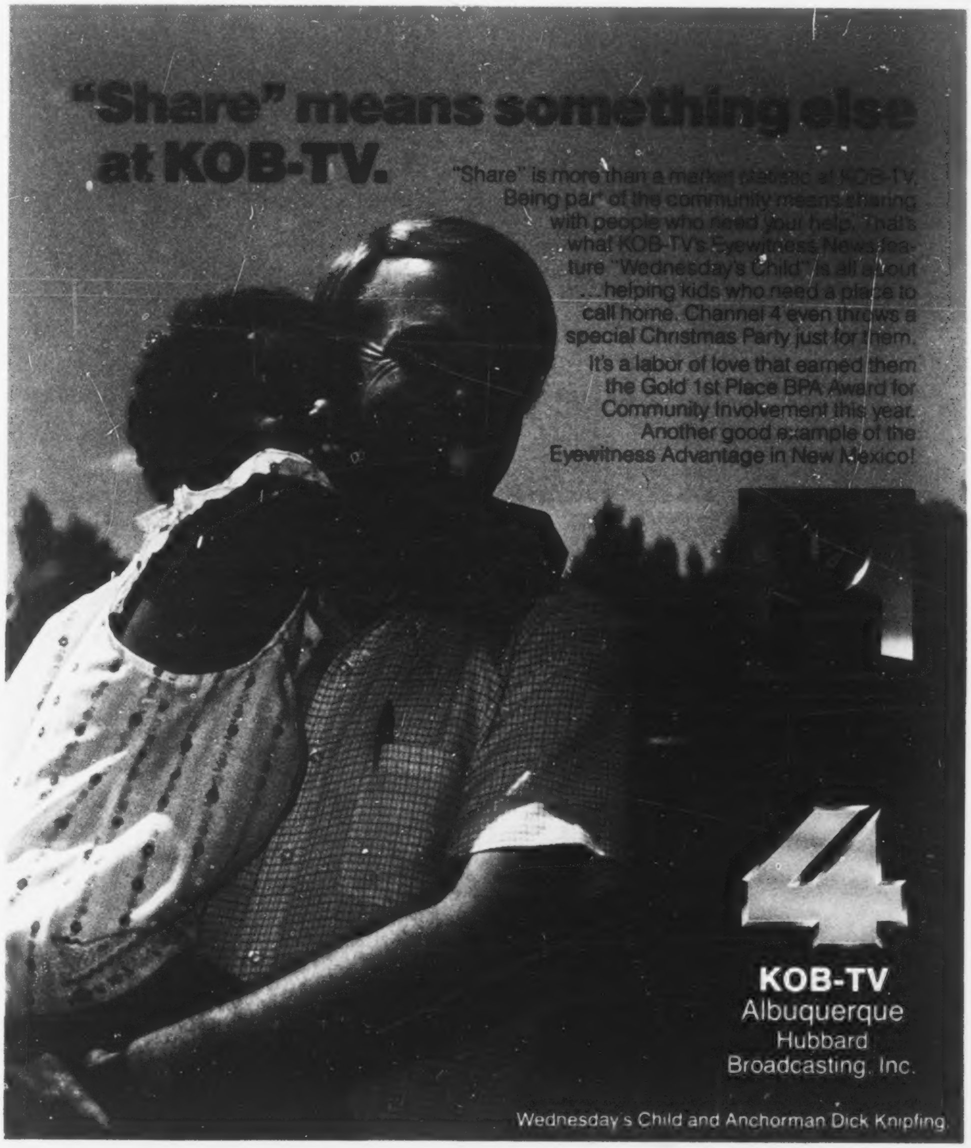
**Special temporary authorization* ***Includes off-air licenses*

FCC turns around on 9 khz □ CBS recertified
for cable ownership □ TV financial figures for 1980

Broadcasting Aug 10

The News Magazine of the Fifth Estate □ Vol. 101 No. 6 50th Year □ 1981

C 1980 1



"Share" means something else at KOB-TV.

"Share" is more than a market statistic at KOB-TV. Being part of the community means sharing with people who need your help. That's what KOB-TV's Eyewitness News feature "Wednesday's Child" is all about ...helping kids who need a place to call home. Channel 4 even throws a special Christmas Party just for them.

It's a labor of love that earned them the Gold 1st Place BPA Award for Community Involvement this year. Another good example of the Eyewitness Advantage in New Mexico!

KOB-TV
Albuquerque
Hubbard
Broadcasting, Inc.

Wednesday's Child and Anchorman Dick Knipfing.

20014SCHWA06681 $6A JUN/82
A C SCHWARZ
CONGRESSNL INFO SRV
452C EAST-WEST HWY
WASHINGTON DC 20014

The First 50 Years Of Broadcasting
1973
□
PAGE 73

BEST AVAILABLE COPY

Broadcasting Aug 10

The Week in Brief

TOP OF THE WEEK

FALL SALES SURGE ☐ TV networks close record upfront selling season with prime-time sales for fall near $1.5-billion mark. **PAGE 27.**

BACK TO 10 KHZ ☐ FCC reverses itself on AM channel spacing and drops 9 khz advocacy that it had voted in late 1979. Fogarty and Jones dissent to latest action. **PAGE 28.**

CBS LET INTO CABLE ☐ FCC grants waiver to permit network to own systems with limits on number of subscribers. At same meeting, commission starts inquiry on attorney reimbursement, explains budget request to OMB, and allow's Time's Davidson to join Signal Co. **PAGE 29.**

VIACOM'S VIABILITY ☐ In 1971, Viacom was born—carved by regulatory fiat from CBS. This is the story of that company's decade of expansion and diversification that brought it to $160 million in revenues in 1980. **PAGE 32.**

FCC FINANCIAL FIGURES

REVENUES UP, PROFITS DOWN ☐ That's bottom line for TV broadcasting in 1980, according to FCC's annual figures. Increase of 15.7% in expenses chewed into total revenues of $8.8 billion and held profits to $1.65 billion. **PAGE 35.**

LAW & REGULATION

SELF EVALUATION ☐ Industry responds to Wirth subcommittee survey by saying that TV and networking operate in highly regulated atmosphere, but with no tangible signs of monopoly. Also cited is high level of competition in radio markets. **PAGE 57.**

HARMONY ☐ CBS and BMI come to terms, resolving 12-year-old suit with network agreeing to pay more than $42 million in fees. **PAGE 58.**

STC FIRES BACK ☐ Comsat subsidiary, which filed only DBS application formally accepted by FCC, asks commission to reject nine petitions to deny from NAB, ABC and AMST, among others. Black coalition supports STC's bid. **PAGE 58.**

MEDIA

CABLE PENETRATION ☐ Nielsen says CATV was in 26.5% of all TV homes in May, while Arbitron reports figure was 22%. Nielsen found highest penetration in Santa Barbara-Santa Maria-San Luis Obispo, Calif., market; Arbitron's top figure was for Palm Springs, Calif. **PAGE 60.**

TECHNOLOGY

DISHES APLENTY ☐ Wold statistics show that, by next month, one out of every five commercial TV outlets will own earth station. Breakdown shows even higher ratio of noncommercial licensees equipped for satellite. **PAGE 64.**

PROGRAMING

NEXT WEEK IN CHICAGO ☐ Record turnout expected for NAB's fourth annual Radio Programing Conference. Here's rundown of what's on tap. **PAGE 66.**

ANTI-DONAHUE CAMPAIGN ☐ Chicago-area group, claiming support of National Federation of Decency, wants boycott of advertisers supporting "sex-activist" talk show host. **PAGE 68.**

WHERE LORIMAR STUMBLED ☐ In SEC filing as part of move to go public, Hollywood production company discloses that unsuccessful feature films lessened its profitability. **PAGE 70.**

1973

THE 'BROADCASTING' YEARS ☐ Against a Watergate backdrop, Nixon continued to harangue media. The networks even read White House intimidation into Justice Department antitrust suits against them as well as OTP's proposed renewal legislation that would impose news restraints. It also was the year when the FCC made topless radio cover up. **PAGE 73.**

PROFILE

DOING RIGHT BY COPYRIGHT ☐ Robert W. Kastenmeier is a stickler for fairness. That's why Wisconsin Democrat who heads the House subcommittee responsible for new copyright legislation has earned respect of all involved in controversial issue. **PAGE 95.**

Index to departments

Business Briefly 8
Changing Hands 62
Closed Circuit 7
Datebook 14
Editorials 98
Fates & Fortunes 91
For the Record 77
In Sync 64
Monday Memo 24
Monitor 68
Open Mike 22
Stock Index 56
Washington Watch 59

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ American Educational Television Network Inside Front Cover ☐ Arbitron 45 ☐ Associated Press 13 ☐ Avery-Knodel Television 43 ☐ Blackburn & Co. 62 ☐ Blair Television 39 ☐ Broadcast Electronics 55 ☐ Caesars Palace Productions 26 ☐ Continental Electronics 58 ☐ R.C. Crisler & Co. 42 ☐ Delta Airlines 10 ☐ Doubleday Broadcasting Back Cover ☐ Norman Fischer & Co. 52 ☐ Frazier, Gross & Kadlec 44 ☐ Franciscan Communications 22 ☐ Gilmore Group 40 ☐ Gold Key 25 ☐ Ikegami 14 ☐ International Tapetronics Corp. 16 ☐ Edward Johnson & Assocs. 61 ☐ KOB-TV Front Cover ☐ Kaiser Aluminum & Chemical Corp. 17 ☐ Kaman Sciences 23 ☐ Katz 41 ☐ Lotus Reps 53 ☐ MCA-TV 6 ☐ George W. Moore & Assocs. 78 ☐ More Music Programing 91 ☐ NBC-TV Owned Stations 9 ☐ RCA 3 ☐ RKO Radio Inside Back Cover ☐ Cecil L. Richards 63 ☐ Sony 20-21 ☐ Standard Rate & Data Service 65, 67, 69 ☐ Joe Sullivan & Assocs. 40 ☐ Sunbelt Network Inc. 15 ☐ Syndicated Communications Inc. 52 ☐ TM Productions 4, 11 ☐ William B. Tanner 15 ☐ Ed Tornberg & Co. 77 ☐ 20th Century-Fox Television 18-19 ☐ Viacom 35-37, 46-47, 48-49, 50-51 ☐ Westwood One 8 ☐

In 1980, the three television networks had revenues of $3,865,200,000,
their 15 owned and operated TV stations added another $700,300,000,
all other stations together contributed $4,242,200,000,
for an industry revenue total of $8,807,700,000.

At the same time, the networks had expenses of $3,539,600,000,
their 15 owned stations had expenses of $491,800,000,
all other stations together had expenses of $3,122,800,000,
for an industry expenses total of $7,154,200,000.

That produced network profits of $325,600,000, down 12% from 1979,
owned-station profits of $208,500,000, up 1.7% from 1979,
profits from all other stations of $1,119,500,000, up .4% from 1979,
and all-industry profits of $1,653,500,000, down 2.2% from 1979.

Revenues up, profits down for TV in 1980

Sales for industry rose to $8.1 billion, profits dipped 2.2% to $1.65 billion

Net revenues for the television broadcasting industry totaled $8.81 billion in 1980, up 11.8% from 1979 when that figure reached $7.9 billion. Industry expenses, however, totaled $7.15 billion, an increase of 15.7% from 1979's expense figure of $6.2 billion, resulting in a drop in pre-tax profits by 2.2% to $1.65 billion from $1.69 billion in 1979.

According to the FCC's annual compilation of industry financial statistics released today (Aug. 10), the networks accounted for $3.9 billion of the 1980 revenue pie (44.3%), up 11.9% from the previous year when they accounted for $3.5 billion. VHF stations had revenues of $4.3 billion (48.9% of the total), an increase of 10.9% from 1979 when that group's share was $3.8 billion. Network owned and operated VHF's had total revenues of $700.3 million, up 9.8% from the previous year ($637.9 million). Other VHF affiliates posted revenues of $3 billion (34% of the total), up 9.7% from 1979 ($2.7 billion). Independent V's accumulated $545.4 million in revenues (6.2% of the total), up 19.8% from 1979 ($455.4 million). The UHF station revenue total was $690.2 million (7.8% of the total), an increase of 17.8% from 1979 ($586 million). Affiliated UHF stations had revenues amounting to $304.8 million (3.5% of the total) an increase of 6.7% from 1979 ($285.7 million). Independent U's had revenues of $385.4 million (4.4% of the total) up 28.3% from 1979 ($300.3 million).

In the expense category, the networks' share totaled $3.5 billion (49% of the 1980 expense total), up 15.7% from 1979 ($6.2 billion). VHF stations had expenses totaling $3 billion (41.6% of the total), up 14.7% from the previous year ($2.6 billion). Network O&O's accounted for $492 million (6.8% of the total), an increase of 13.6% from the year before

1. Total figures for television 1980: revenues, expenses and profits

	1980	1979	% change from 1979
Broadcast revenues[1]			
INDUSTRY TOTAL	**$8,807,700,000**	**$7,875,000,000**	**11.8**
Networks	3,865,200,000	3,454,500,000	11.9
VHF total	4,252,300,000	3,834,500,000	10.9
Network O&O	700,300,000	637,900,000	9.8
Other affiliates	3,006,600,000	2,741,200,000	9.7
Independents	545,400,000	455,400,000	19.8
UHF total	690,200,000	586,000,000	17.8
Affiliates	304,800,000	285,700,000	6.7
Independents	385,400,000	300,300,000	28.3
Broadcast expenses			
INDUSTRY TOTAL	**7,154,200,000**	**6,184,800,000**	**15.7**
Networks	3,539,600,000	3,084,300,000	14.8
VHF total	2,964,100,000	2,583,700,000	14.7
Network O&O	491,800,000	432,800,000	13.6
Other affiliates	2,062,400,000	1,816,100,000	13.6
Independents	409,900,000	334,800,000	22.4
UHF total	650,500,000	516,800,000	25.9
Affiliates	288,800,000	253,000,000	14.2
Independents	361,800,000	263,800,000	27.4
Broadcast income (before federal income tax)			
INDUSTRY TOTAL	**1,653,500,000**	**1,690,200,000**	**(2.2)**
Networks	325,600,000	370,200,000	(12.0)
VHF total	1,288,200,000	1,250,800,000	3.0
Network O&O	208,500,000	205,100,000	1.7
Other affiliates	944,300,000	925,100,000	2.1
Independents	135,500,000	120,600,000	12.4
UHF total	39,700,000	69,200,000	(42.6)
Affiliates	16,100,000	32,700,000	(50.8)
Independents	23,600,000	36,500,000	(35.3)

[1] Last digits may not add to totals due to rounding.

( ) denotes loss or decline.

($433 million). Other affiliated VHF stations had expenses totaling $2 billion (28% of the total), a 13.6% increase over 1979 ($1.8 billion). Independent VHF stations had expenses totaling $410 million (5.7% of the total), up 22.4% over 1979 ($355 million). Expenses for UHF stations amounted to $651 million (9% of the total), an increase of 25.9% over 1979 ($517 million). Affiliated UHF's accounted for $289 million (4% of the total), up 14.2% from 1979 ($253 million). Independent UHF's had expenses totaling $362 million (5% of the total), up 27.4% from 1979.

Total pre-tax income for the three networks in 1980 came to $326 million (19.2% of total 1980 industry profits), a decrease of 12% from 1979 ($370.2 million). VHF outlets posted $1.29 billion in profits (or 75.8% of the total), up 3% from 1979 ($1.25 billion). The network O&O's had profits of $209 million (12.3% of the total), up 1.7% from 1979 ($205 million). Other affiliated V's had profits of $944 million (55.5% of the total), an increase of 2.1% over 1979. Independent VHF outlets had profits of $135 million (8% of the total), up 12.4% over 1979. UHF profits were down 42.6% in 1980 to $40 million (2.4% of the total), from $69 million in 1979. Affiliated UHF's had profits totaling $16 million (0.9% of the total), down 50.8% in 1979. Independent UHF's garnered $24 million in profits (1.4% of the total), a decrease of 35.3% from 1979.

Sales to advertisers in 1980 totaled $10.3 billion, up 10.7% from 1979 ($9.2 billion). The networks accounted for $4.4 billion (43%); VHF outlets, $5 billion (49%); network O&O's, $851 million (8.3%); other affiliated VHF's, $3.5 billion (34%); independent VHF's, $652 billion (6.3%); UHF's, $798 million (7.8%); UHF affiliates, $351 million $3.4%), and independent UHF's, $447 million (4.3%).

Network sales totaled $4.8 billion (47%), up 10.5% from 1979 ($4.3 billion). Spot sales totaled $2.9 million (28%), up 10.4% from 1979. Local sales amounted to $2.5 billion (24%), up 4.2% from 1979.

□

In the top-10 markets, New York placed first in both revenues and profits in 1980, retaining its hold on the top revenue spot and recapturing the number-one profit position from Los Angeles. Revenues for New York in 1980 were $362 million, up 16.2%, while profits for that market totaled $94.6 million, up 15.3% from 1979 ($82.1 million).

Los Angeles held on to the number two revenue spot while dropping from first to second in the profit category. It had revenues of $332.8 million, up 13.9% from 1979 ($292.1 million) and profits totaling $94.3 million, down .67% from 1979 ($94.9 million).

Chicago held on to the number three revenue spot with $206.7 million, up 11% from 1979 ($186.1 million). However, it dropped two slots, from third to fifth in the profit category with $54.5 million, down

★ ★ ★ ★ ★ ★ ★

It is a socialist idea
that making profits is a vice.
I consider the real vice
is making losses.

Sir Winston Churchill

the gilmore group

WEHT-TV WREX-TV KODE-TV KODE WQPO WSVA

WESTERN OHIO CABLEVISION CUMBERLAND VALLEY CABLEVISION

"The person you describe is the person we'll deliver"

It's not a slogan.
It's our track record.

We've successfully recruited for virtually every kind of executive post in broadcasting, cable television, and publishing. At every level.

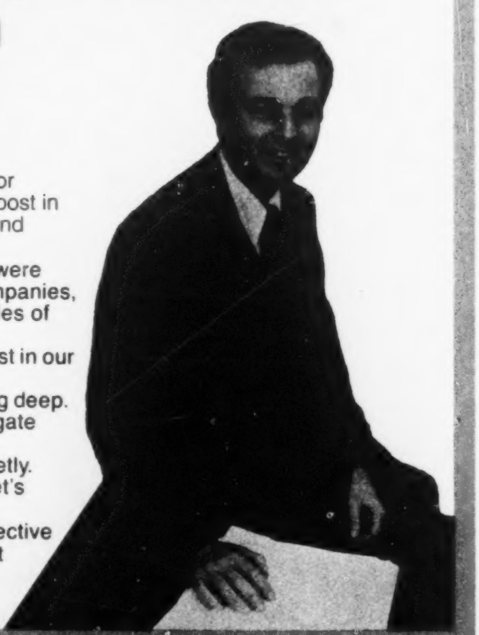
The executives we delivered were right for our clients, for their companies, and for the specific responsibilities of each position.

Our clients tell us we're the best in our field.

We know where to look. We dig deep. We sift meticulously. We investigate thoroughly.

And we do it all very, very quietly.

If you seek a key executive, let's discuss why our search and recruitment will be your most effective way to get the person who's right for you.



Joe Sullivan & Associates, Inc.
Executive Search and Recruitment
in Broadcasting, Cable Television, and Publishing
1270 Ave. of the Americas, New York, N.Y. 10020 (212) 765-3330

1.6% from 1979 ($55.4 million).

The San Francisco-Oakland market retained the same rankings for both revenues and profits that it captured last year—fourth and sixth, respectively. Its revenues totaled $154.1 million, up 10.7% from 1979 ($139.2 million), while profits in that market came to $44.7 million, an increase of 2.1% over 1979 ($43.7 million).

Philadelphia also maintained the same revenue and profit rankings for 1980 as in 1979)fifth and seventh respectively. It had revenues of $140.9 million, up 11.4% from the previous year ($126.5 million) and profits totaling $40.1 million, up 1.9% from 1979 ($39.3 million).

Boston also held on to its 1979 positions in 1980—sixth in revenues and an eighth in profits. Its revenues totaled $132.8 million, an increase of 15.2% over 1979 ($115.3 million) while profits for that market came to $36.7 million, up 3% from the previous year.

2. Who sold how much in 1980

	Stations	Amount	% industry total
Sales to advertisers (industry total)[1]	—	$10,279,000,000	100.0
Networks	—	4,439,700,000	43.2
VHF total	507	5,041,500,000	49.0
Network O&O	15	850,800,000	8.3
Other affiliates	462	3,539,100,000	34.4
Independents	30	651,600,000	6.3
UHF total	218	797,700,000	7.8
Affiliates	128	351,100,000	3.4
Independents	90	446,600,000	4.3
Network sales (industry total)		4,808,100,000	100.0
Neworks	—	4,439,700,000	92.3
VHF total	507	330,400,000	6.9
Network O&O	15	45,800,00	1.0
Other affiliates	462	281,800,000	5.9
Independents	30	2,800,000	0.1
UHF total	218	38,100,000	0.8
Affiliates	128	29,900,000	0.6
Independents	90	8,200,000	0.2
National/regional sales (industry total)	—	2,928,900,000	100.0
VHF total	507	2,537,400,000	86.6
Network O&O	15	431,400,000	14.7
Other affiliates	462	1,707,200,000	58.3
Independents	30	398,800,000	13.6
UHF total	218	391,500,000	13.4
Affiliates	128	150,500,000	5.1
Independents	90	241,000,000	8.2
Local sales (industry total)	—	2,542,000,000	100.0
VHF total	507	2,173,700	85.5
Network O&O	15	373,600,000	14.7
Other affiliates	462	1,550,200,000	61.0
Independents	30	250,000,000	9.8
UHF total	218	368,100,000	14.5
Affiliates	128	170,700,000	6.7
Independents	90	197,400,000	7.8

[1] Last digits may not add due to rounding.

Dallas-Fort Worth climbed one notch to seize the number-eight revenue ranking from Detroit. It also moved up one position in the profit ranks to displace Chicago from the number three spot. Revenues for Dallas-Fort Worth in 1980 amounted to $117.8 million, an increase of 22.2% over 1979 ($96.4 million). That market had profits of $62 million, up 16% from the previous year ($53.5 million).

At the same time it slipped from seventh to eighth in the revenue ranks, Detroit fell from ninth to 12th in the profit category. Revenues totaled $110.2 million, up 5.4% from 1979 ($104.6 million). Profits were $31.8 million, down 7.1% in 1979 ($34.2 million).

Houston-Galveston retained the ninth position in the revenue ranks while slipping a notch to fifth in profits. It posted revenues totaling $108.4 million, an increase of 17.4% over 1979 ($92.3 million) while profits came to $58.9 million, 15.2% over the previous year ($51.1 million).

Washington remained constant in the revenue ranks—10th—while dropping from 15th to 16th in profits. Revenues for that market came to $101 million, up 15.1% from 1979 with profits totaling $25.8 million, an increase of 13.3% from the previous year ($22.8 million).

Atlanta took the 11th spot in both categories, as it did in 1979. Revenues there totaled $96.1 million, up 18.3% from the previous year and profits came to $32.1 million, an increase of 8.9% from 1979.

Miami held on to the 12th revenue rank but gained three slots on the profit totem pole—from 12th to ninth. That market's revenues totaled $87.2 million, up 19.7% from the previous year with profits amounting to $35.7 million, an increase of 24.7% over 1979 ($28.6 million).

Denver went from 17th to 14th in revenue rank and remained the number 10-ranked profit making market. Revenues totaled $74.9 million, up 16.2% from 1979 ($64.5 million) with profits amounting to $35.1 million, an increase of 10% over the previous year ($31.9 million).

□

Of the 453 VHF stations reporting, 401 claimed to have earned a profit (88.5%); 378 of the reporting 424 VHF affiliates (89.2%) claimed a profit, and 23 of 29 (79.3%) reporting independent VHF's also said they earned a profit in 1980.

On the UHF side, 197 stations reported, 115 of which said they earned a profit (58.4%). Seventy-eight of 116 reporting UHF affiliates also claimed to have earned a profit (67.2%), while 37 of 81 reporting independent UHF's said they earned a profit (45.7%).

Fourteen VHF stations—all network affiliated—reported earning $15 million or more. Seventeen VHF's—13 of which were network affiliates—said they earned

Continued on page 53.

R. C. CRISLER & CO., INC.

Business Brokers for C.A.T.V., TV & Radio Properties
Licensed Securities Dealers
Underwriting — Financing

Cincinnati
Richard C. Crisler, Clyde G. Haehnle, Alex Howard, Larry C. Wood
580 Walnut Street, 45202, phone (513) 381-7775

WE MAKE THE FUTURE MORE CERTAIN

In an industry as subject to rapid technological and regulatory changes as broadcasting, it's difficult to predict what the future holds for television, radio or cable.

That's why when your focus is on the future, the name you should remember is Frazier, Gross & Clay. For more than thirty years, we've specialized in helping broadcasters and cable operators find out not only where they stand in their market today, but what that market will look like tomorrow.

Over the years, our special expertise in valuation and feasibility studies, cost benefit analyses and strategic planning has helped companies of all sizes develop sound plans for future growth. And we can do the same for you.

If you're ready to take some of the guesswork out of your future, we're ready to talk with you. Contact Susan D. Harrison, Manager, Economic Studies and Valuations.

FRAZIER GROSS & CLAY

financial management consultants to radio, TV and cable systems nationwide

5028 Wisconsin Avenue, NW
Washington, DC 20016
(202) 966-2280

© 1980, Frazier, Gross & Clay

3. TV station winners, losers

	Total		Network-affiliated		Independent	
	VHF	UHF	VHF	UHF	VHF	UHF
Total number of stations reporting[1]	453	197	424	116	29	81
Number of stations reporting profits	401	115	378	78	23	37
Profitable stations as percent of total	88.5	58.4	89.2	67.2	79.3	45.7
Number of stations reporting profits of:						
$15,000,000 and more	14		14			
10,000,000- 15,000,000	17		13		4	
5,000,000- 10,000,000	46	4	38		8	4
3,000,000- 5,000,000	55	5	50		5	5
1,500,000- 3,000,000	70	12	68	5	2	7
1,000,000- 1,500,000	41	6	40	3	1	3
600,000- 1,000,000	55	18	54	15	1	3
400,000- 600,000	32	17	31	13	1	4
200,000- 400,000	34	14	33	12	1	2
100,000- 200,000	17	18	17	15		3
50,000- 100,000	14	3	14	2		1
25,000- 50,000	4	11	4	10		1
Less than 25,000	2	7	2	3		4
Number of stations reporting losses	52	82	46	38	6	44
Unprofitable stations as percent of total	11.5	41.6	10.8	32.8	20.7	54.3
Number of stations reporting losses of:						
Less than $10,000	4	3	4	1		2
10,000- 25,000	2		2			
25,000- 50,000	3	6	3	2		4
50,000- 100,000	2	9	2	8		1
100,000- 200,000	7	7	6	4	1	3
200,000- 400,000	13	11	13	5		6
400,000 and over	21	46	16	18	5	28

[1] Stations operating full year only excluding satellite and religious stations
Profits (broadcast income) are before federal income tax

4. Network, station employment

	Number of stations	Number of employes			Total payroll[1]
		Full time	Part time	Total	
Industry total	–	70,822	7,449	78,271	$1,819,576
Networks	–	14,838	1,752	16,590	557,952
VHF total	507	45,719	4,442	50,163	1,073,073
Network O&O	15	5,590	246	5,836	196,880
Other affiliates	462	36,179	3,649	39,828	772,463
Independents	30	3,950	547	4,497	103,730
UHF total	218	10,265	1,255	11,520	188,551
Affiliates	128	5,964	779	6,743	104,563
Independents	90	4,301	476	4,777	83,988
Station total	725	55,984	5,697	61,681	1,261,624

[1] Last digits may not add due to rounding.

5. Property investment

	Number of stations reporting[1]	Original cost		Original cost minus depreciation	
		Total[2]	Station average	Total	Station average
Industry total	–	$3,617,253	–	$1,866,757	–
Networks	–	604,675	–	303,142	–
VHF total	501	2,409,924	4,810	1,201,150	2,397
Network O&O	15	186,786	12,452	90,130	6,008
Other affiliates	456	2,013,164	4,414	1,002,002	2,197
Independents	30	209,974	6,999	109,018	3,633
UHF total	215	602,654	2,803	362,465	1,685
Affiliates	128	326,745	2,552	185,084	1,445
Independents	87	275,909	3,171	177,381	2,038
Station total	716	3,012,578	4,207	1,563,615	2,183

[1] Three VHF and four UHF stations did not report investment in tangible property. Some of these may be operating under lease agreements.
[2] In cases of stations which have been sold, represents that portion of price assigned by new licensee to property.

Viacom.
Out in front!

The strongest and most diversified — line-up in syndication:

First-run!
Sitcoms!
Specials!
Action-drama!
Features!
Cartoons!

Viacom

©1981 Viacom International Inc. All rights reserved.

6. Market-by-market breakdown

Market (number of stations reporting in parentheses)[2]	Revenue rank	Profit rank	Time sales[1] Network 1980 (000)	Time sales[1] Network 1979 (000)	Time sales[1] Spot 1980 (000)	Time sales[1] Spot 1979 (000)
Abilene-Sweetwater, Tex. (3)	**134**	**124**	908	797	1,994	1,477
Albany-Schenectady-Troy, N.Y. (3)	**48**	**44**	3,314	3,317	14,612	12,223
Albany-Thomasville, Ga.-Tallahassee, Fla. (3)	**95**	**68**	1,406	1,264	6,790	5,584
Albuquerque, N.M. (4)	**64**	**88**	1,252	1,389	7,697	6,715
Amarillo, Tex. (3)	**122**	**119**	797	786	3,203	2,979
Anchorage (3)	**129**	**113**	414	349	1,330	1,287
Atlanta (6)	**11**	**11**	3,686	3,019	69,445	56,076
*Augusta, Ga. (3)	**113**	**82**	1,389	1,570	3,633	3,624
Austin, Tex. (3)	**75**	**66**	957	984	7,683	6,655
Bakersfield, Calif. (3)	**121**	**120**	943	906	4,024	3,846
Baltimore (4)	**21**	**24**	3,154	3,088	36,099	35,496
Bangor, Me. (3)	**133**	**117**	1,098	1,037	1,969	1,996
Baton Rouge (3)	**73**	**85**	1,751	1,713	5,819	5,221
Beaumont-Port Arthur, Tex. (3)	**100**	**94**	986	959	3,827	2,687
*Binghamton, N.Y. (3)	**125**	**95**	1,285	1,260	2,874	2,388
Birmingham, Ala. (3)	**43**	**29**	3,467	3,372	16,034	14,413
Boise-Nampa, Idaho (3)	**112**	**110**	1,245	1,040	3,935	3,145
Boston (6)	**6**	**8**	5,871	5,727	99,891	87,345
Buffalo, N.Y. (4)	**33**	**42**	3,304	3,238	24,841	24,335
Cedar Rapids-Waterloo, Iowa (3)	**78**	**80**	1,500	1,466	6,550	5,538
Charleston, S.C. (3)	**101**	**90**	1,036	974	4,874	4,657
Charleston-Huntington, W.Va.-Ashland, Ky. (3)	**59**	**43**	3,381	3,258	10,632	8,609
Charlotte, N.C. (4)	**35**	**37**	5,340	5,301	20,291	18,364
Chattanooga (4)	**85**	**81**	1,345	1,141	5,117	4,846
Chicago (8)	**3**	**5**	8,591	8,287	155,318	141,404
*Cincinnati (5)	**25**	**25**	3,332	3,261	22,208	19,707
Cleveland (4)	**13**	**16**	5,748	5,433	49,711	44,646
Colorado Springs-Pueblo (3)	**86**	**75**	842	828	6,266	5,302
Columbia, S.C. (3)	**80**	**59**	2,028	1,716	6,229	5,882
Columbia-Jefferson City, Mo. (3)	**130**	**109**	1,149	1,004	2,525	2,153
*Columbus, Ga. (3)	**126**	**123**	1,263	1,729	2,039	2,492
Columbus, Ohio (3)	**34**	**26**	2,830	2,621	19,882	17,825
Corpus Christi, Tex. (4)	**105**	**102**	1,088	1,029	3,036	2,443
Dallas-Fort Worth (5)	**7**	**3**	3,227	3,025	78,067	65,022
Davenport, Iowa-Rock Isl.-Moline, Ill. (3)	**74**	**71**	1,905	1,603	7,518	6,132
Dayton, Ohio (3)	**42**	**40**	4,362	3,997	13,994	12,398
Denver (4)	**14**	**10**	2,307	2,192	34,854	38,467
Des Moines-Ames, Iowa (3)	**68**	**55**	2,158	1,872	9,404	8,037
Detroit (6)	**8**	**12**	5,972	6,286	76,254	71,186
Duluth, Minn.-Superior, Wis. (3)	**119**	**133**	1,295	1,235	3,735	3,350
El Paso, Tex. (4)	**94**	**93**	924	745	3,938	3,378
Erie, Pa. (3)	**123**	**125**	1,351	1,125	2,202	1,865
Evansville, Ind. (3)	**88**	**72**	1,357	1,120	4,433	3,681
Fargo-Valley City, N.D. (3)	**109**	**99**	1,060	1,003	3,499	3,214
Flint-Saginaw-Bay City, Mich. (3)	**61**	**56**	1,881	1,801	9,546	9,213
Fort Myers-Naples, Fla. (3)	**107**	**134**	911	826	3,995	3,264
Fort Smith, Ark. (4)	**131**	**129**	990	936	2,006	961
Fort Wayne, Ind. (4)	**82**	**116**	1,045	962	5,858	4,956
Fresno-Hanford-Tulare-Visalia, Calif. (6)	**53**	**69**	1,559	1,465	11,776	10,527
Grand Rapids-Kalamazoo, Mich. (4)	**45**	**36**	2,929	2,762	15,097	12,686
Green Bay, Wis. (3)	**70**	**65**	1,593	1,569	7,195	6,175
Greensboro-Winston Salem-High Point, N.C. (3)	**58**	**54**	1,845	1,817	11,174	9,979
*Greenville-Spartanburg, S.C.-Asheville, N.C. (4)	**46**	**34**	2,261	2,031	17,657	15,699
Greenville-Washington-New Bern, N.C. (3)	**96**	**100**	1,415	1,324	6,643	5,992
Harrisburg-Lancaster-York-Lebanon, Pa. (6)	**51**	**70**	2,990	2,568	14,545	10,308

of TV revenue and profit in 1980

Local 1980 (000)	Local 1979 (000)	Barter and Trade-outs 1980 (000)	Barter and Trade-outs 1979 (000)	Total broadcast revenues 1980 (000)	Total broadcast revenues 1979 (000)	Percent change in revenue	Total broadcast expenses 1980 (000)	Total broadcast profit[3] 1980 (000)
2,661	2,288	66	189	5,026	4,173	**20.4**	4,909	116
10,274	9,928	798	562	24,710	22,331	**10.7**	17,992	6,718
4,130	3,734	105	131	10,601	9,253	**14.6**	7,091	3,510
11,312	10,787	493	378	17,453	16,165	**8.0**	15,445	2,008
3,930	3,765	112	114	6,903	6,567	**5.1**	6,416	487
4,486	3,980	371	353	5,885	5,311	**10.8**	5,143	742
42,371	35,797	2,914	1,948	96,059	81,214	**18.3**	63,952	32,107
4,214	4,978	310	300	8,270	9,102	**−9.1**	5,944	2,326
7,306	5,555	203	139	13,976	11,685	**19.6**	10,264	3,712
3,230	3,172	211	52	6,999	6,725	**4.1**	6,558	441
28,880	25,297	1,813	1,565	57,391	53,503	**7.3**	42,440	14,951
2,527	2,375	232	185	5,095	4,960	**2.7**	4,562	533
9,122	10,026	238	85	14,802	15,138	**−2.2**	12,593	2,209
6,675	6,270	148	112	10,130	9,002	**12.5**	8,294	1,836
3,424	3,398	303	229	6,560	6,128	**7.0**	4,915	1,645
11,327	10,119	354	430	26,171	23,726	**10.3**	13,718	12,453
4,227	4,282	115	133	8,375	7,511	**11.5**	7,552	823
53,551	45,533	3,425	2,623	132,822	115,273	**15.2**	96,171	36,651
16,554	16,925	1,037	1,160	37,900	37,718	**0.5**	30,588	7,313
7,268	7,068	295	273	13,237	12,337	**7.3**	10,763	2,474
5,880	5,265	383	322	10,128	9,476	**6.9**	8,193	1,934
7,010	7,351	348	341	18,591	17,099	**8.7**	11,512	7,079
15,539	14,240	2,181	1,734	36,255	33,303	**8.9**	27,742	8,513
6,470	5,968	500	432	11,436	10,545	**8.4**	8,966	2,470
84,340	74,162	4,060	2,696	206,694	186,142	**11.0**	152,219	54,476
26,152	24,374	1,193	1,360	48,035	43,854	**9.5**	33,095	14,940
35,873	34,796	1,770	1,923	78,240	72,420	**8.0**	53,250	24,990
5,794	5,515	153	124	11,373	10,031	**13.4**	8,479	2,893
6,231	5,531	216	91	12,877	11,627	**10.8**	8,398	4,479
2,551	2,337	220	257	5,781	5,164	**11.9**	4,926	855
3,630	5,108	100	161	6,158	8,371	**−26.4**	5,979	179
21,409	20,469	692	872	37,235	34,590	**7.6**	23,206	14,028
6,613	5,608	271	146	9,505	8,097	**17.4**	8,198	1,306
57,739	45,729	3,185	2,135	117,835	96,426	**22.2**	55,818	62,017
7,062	6,696	264	256	14,015	12,277	**14.2**	10,852	3,163
14,458	13,597	492	484	28,314	25,841	**9.6**	20,649	7,665
41,868	36,119	1,641	1,173	74,939	64,491	**16.2**	39,807	35,132
8,017	8,090	391	349	16,573	15,240	**8.7**	11,518	5,055
49,916	47,361	2,417	1,827	110,248	104,607	**5.4**	78,450	31,798
3,128	3,251	243	170	7,411	7,134	**3.9**	8,094	−683
7,326	7,026	265	200	10,626	9,722	**9.3**	8,766	1,860
4,001	3,928	263	79	6,665	6,152	**8.3**	6,608	57
7,031	6,833	207	190	11,138	10,127	**10.0**	8,117	3,021
5,025	4,777	103	68	8,792	8,181	**7.5**	7,424	1,368
9,874	9,367	342	416	18,274	17,494	**4.5**	13,387	4,887
5,306	4,656	368	133	9,153	7,861	**16.4**	10,487	-1,334
2,946	2,299	119	51	5,486	3,806	**44.1**	5,628	-142
6,959	6,824	251	544	12,345	11,242	**9.8**	11,786	559
11,997	10,809	1,006	826	22,166	19,912	**11.3**	18,920	3,246
11,836	11,697	451	403	25,336	23,046	**9.9**	16,463	8,873
8,726	8,511	214	221	15,841	14,853	**6.7**	12,114	3,727
9,897	9,645	424	467	19,625	18,539	**5.9**	14,525	5,100
9,293	8,185	742	627	25,175	22,326	**12.8**	15,454	9,722
3,769	4,122	218	215	10,601	10,398	**2.0**	9,236	1,365
9,643	7,319	1,550	374	23,206	17,046	**36.1**	19,971	3,234

A first-run hit for access!
Family Feud
Viacom

©1981 Viacom International Inc. All rights reserved.

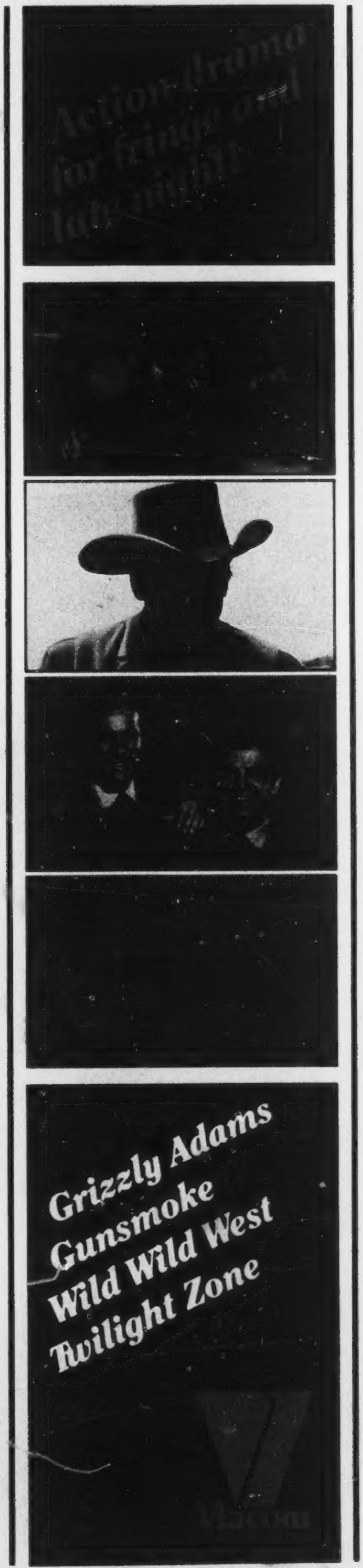
Super sitcoms for fringe time!
A TANDEM PRODUCTION
All in the Family
Mary Tyler Moore
Bob Newhart
Andy Griffith
Viacom
©1981 Viacom International Inc. All rights reserved.

Market (number of stations reporting in parentheses)[2]	Revenue rank	Profit rank	*Time sales*[1] *Network*		*Spot*	
			1980 (000)	*1979 (000)*	*1980 (000)*	*1979 (000)*
Hartford-New Hvn.-New Brtn.-Waterbury, Conn. (4)	**31**	**20**	4,310	3,900	27,563	25,821
Honolulu (3)	**55**	**96**	751	1,073	2,229	2,833
Houston-Galveston, Tex. (5)	**9**	**4**	3,354	3,220	79,064	67,809
Huntsville-Decatur, Ala. (3)	**110**	**128**	1,078	875	4,056	3,556
Idaho Falls-Pocatello, (3)	**136**	**126**	672	657	2,416	2,064
Indianapolis-Bloomington (5)	**22**	**23**	2,886	2,607	33,953	29,794
Jackson, Miss. (3)	**90**	**107**	1,533	1,494	5,241	4,462
*Jacksonville, Fla. (4)	**49**	**35**	2,706	2,399	16,964	14,202
Johnson City-Kingsport-Bristol, Tenn. (3)	**106**	**83**	1,456	1,266	5,497	4,460
Johnstown-Altoona, Pa. (3)	**104**	**78**	2,370	2,322	4,853	3,886
Joplin, Mo.-Pittsburg, Kan. (3)	**127**	**103**	1,349	1,301	2,838	2,537
Kansas City, Mo. (4)	**27**	**22**	2,709	2,777	30,244	26,010
Knoxville, Tenn. (3)	**65**	**39**	3,215	2,283	8,106	7,180
Lafayette, La. (3)	**93**	**64**	1,243	–	3,023	–
Las Vegas-Henderson (3)	**81**	**136**	433	974	4,758	3,953
Lexington, Ky. (3)	**83**	**131**	1,276	1,187	7,834	7,310
Lincoln-Hastings-Kearney, Neb. (3)	**103**	**121**	1,126	1,038	4,972	4,888
Little Rock, Ark. (3)	**56**	**87**	1,377	1,298	8,095	6,364
Los Angeles (11)	**2**	**2**	11,874	11,058	193,385	164,675
Louisville, Ky. (4)	**38**	**58**	3,546	2,854	15,350	13,448
Lubbock, Tex. (3)	**108**	**92**	1,259	1,150	3,132	2,722
Madison, Wis. (3)	**84**	**79**	1,238	1,205	5,598	5,856
Memphis (4)	**41**	**53**	2,743	2,562	15,163	14,852
*Miami (7)	**12**	**9**	3,414	3,283	50,914	41,586
*Milwaukee (5)	**28**	**38**	3,043	2,843	24,830	23,734
Minneapolis-St. Paul (4)	**16**	**17**	3,292	3,190	45,989	40,787
Mobile, Ala.-Pensacola, Fla. (3)	**69**	**48**	1,549	1,418	9,976	8,142
Monroe, La.-El Dorado, Ark. (3)	**117**	**89**	1,476	1,359	3,402	3,082
Montgomery, Ala. (3)	**99**	**63**	1,659	1,427	5,081	4,224
Nashville (4)	**40**	**62**	2,648	2,421	16,062	14,423
New Orleans (4)	**30**	**32**	3,185	2,952	18,765	15,763
New York (10)	**1**	**1**	18,741	17,913	207,004	180,919
Norfolk-Portsmouth-Npt News-Hampton, Va. (5)	**47**	**52**	2,137	2,010	10,855	9,075
*Odessa-Midland-Monahans, Tex. (3)	**128**	**111**	867	951	2,487	2,257
Oklahoma City-Enid (5)	**32**	**47**	2,590	2,105	17,520	15,789
Omaha (3)	**57**	**61**	1,953	1,960	9,399	8,498
Orlando-Daytona Beach, Fla. (4)	**36**	**30**	2,438	2,253	21,642	17,001
Paducah, Ky.-Cape Grd., Mo.-Harrisburg, Ill. (3)	**89**	**67**	2,259	1,680	5,379	4,452
Pasco, Wash. (3)	**137**	**118**	367	364	1,503	1,280
Peoria, Ill. (3)	**87**	**97**	1,238	1,186	5,328	4,872
Philadelphia (7)	**5**	**7**	7,801	7,727	102,919	92,828
Phoenix-Mesa (7)	**20**	**18**	2,446	2,127	38,344	31,110
Pittsburgh (5)	**15**	**19**	4,753	4,582	50,438	44,261
Portland, Ore. (4)	**26**	**31**	2,390	2,220	31,002	28,756
Portland-Poland Spring, Me. (3)	**92**	**84**	1,304	1,264	6,036	4,980
Providence-New Bedford, Mass. (3)	**44**	**74**	3,893	3,809	15,510	14,363
Raleigh-Durham, N.C. (3)	**52**	**45**	2,834	2,686	13,879	12,771
Reno (3)	**111**	**91**	602	594	2,982	2,298
Richmond-Petersburg, Va. (3)	**62**	**49**	1,666	1,570	7,953	6,032
Roanoke-Lynchburg, Va. (3)	**79**	**60**	1,861	1,722	7,076	6,502
Rochester, N.Y. (4)	**54**	**137**	1,825	1,726	11,926	11,398
Rochester-Austin, Minn.-Mason City, Iowa (3)	**124**	**122**	1,174	991	2,901	2,735
Rockford-Freeport, Ill. (4)	**97**	**106**	1,299	1,302	4,266	3,470
Sacramento-Stockton, Calif. (4)	**23**	**33**	2,618	2,348	33,408	28,977
St. Louis (5)	**18**	**20**	3,908	3,607	39,570	40,085
Salinas-Monterey-San Jose, Calif. (4)	**67**	**135**	1,316	816	6,986	5,748
Salt Lake City-Ogden-Provo (4)	**37**	**46**	1,748	4,675	19,270	16,288
San Antonio, Tex. (4)	**39**	**27**	2,325	1,933	13,550	12,113
San Diego (3)	**24**	**21**	3,918	3,618	31,324	28,039
*San Francisco-Oakland (8)	**4**	**6**	5,258	4,826	92,776	85,963

Local		Barter and Trade-outs		Total broadcast revenues		Percent change in revenue	Total broadcast expenses	Total broadcast profit^3
1980 (000)	1979 (000)	1980 (000)	1979 (000)	1980 (000)	1979 (000)		1980 (000)	1980 (000)
16,223	15,477	430	438	40,217	37,679	**6.7**	27,277	12,940
18,516	18,990	688	772	20,906	21,878	**−4.4**	19,290	1,616
47,504	39,041	760	661	108,387	92,292	**17.4**	49,517	58,870
4,688	4,417	178	168	8,531	7,756	**10.0**	8,635	−103
1,382	1,401	106	90	3,903	3,660	**6.6**	3,945	−42
29,789	28,551	693	746	55,740	51,222	**8.8**	39,293	16,447
5,880	6,400	103	161	11,089	11,025	**0.6**	10,168	922
9,357	9,030	298	466	24,678	21,791	**13.2**	15,204	9,473
3,555	3,613	289	225	9,164	8,242	**11.2**	6,878	2,286
3,677	3,778	246	132	9,593	8,868	**8.2**	6,975	2,619
2,602	2,418	75	63	6,149	5,708	**7.7**	4,913	1,236
22,719	21,626	592	668	47,273	43,209	**9.4**	29,175	18,097
8,317	7,835	348	408	17,433	15,371	**13.4**	9,381	8,052
7,296	—	33	—	10,693	—	**—**	6,805	3,888
9,189	11,311	291	164	12,621	14,598	**−13.5**	16,106	-3,486
4,623	4,582	538	346	12,339	11,817	**4.4**	12,675	-335
4,775	4,189	194	151	9,784	9,079	**7.8**	9,351	433
13,217	11,984	821	822	20,818	18,259	**14.0**	18,784	2,034
192,559	172,576	7,495	6,757	332,773	292,093	**13.9**	238,479	94,295
15,690	15,717	1,209	1,235	30,083	27,894	**7.8**	25,280	4,802
5,467	5,039	150	177	8,828	8,076	**9.3**	6,959	1,869
6,935	5,296	415	288	12,147	10,672	**13.8**	9,592	2,555
15,291	17,511	677	1,118	28,630	30,310	**−5.5**	23,436	5,194
49,214	40,452	2,182	2,018	87,211	72,880	**19.7**	51,529	35,682
23,952	21,966	1,212	817	45,592	41,847	**8.9**	37,107	8,485
36,033	32,469	1,705	1,423	72,227	64,863	**11.4**	50,529	21,698
7,351	6,317	157	161	16,360	13,678	**19.6**	10,507	5,853
3,774	3,861	316	305	7,659	7,314	**4.7**	5,676	1,983
4,501	4,009	126	95	10,151	8,782	**15.6**	6,047	4,104
14,813	15,014	712	718	28,800	27,718	**3.9**	24,651	4,149
26,263	27,234	781	737	42,462	40,697	**4.3**	31,073	11,389
200,291	167,847	8,057	6,928	362,033	311,557	**16.2**	267,453	94,580
16,005	14,767	1,078	816	25,106	22,861	**9.8**	19,890	5,216
3,205	2,915	80	83	5,977	5,641	**6.0**	5,189	788
21,222	18,794	976	713	37,989	32,574	**16.6**	32,035	5,955
12,239	11,037	380	234	20,596	18,719	**10.0**	16,385	4,210
17,062	14,673	908	685	34,767	28,887	**20.4**	22,806	11,961
4,641	4,428	109	40	11,122	9,613	**15.7**	7,611	3,511
1,842	1,622	44	60	3,271	2,901	**12.8**	2,767	504
6,167	6,047	230	329	11,257	10,736	**4.9**	9,642	1,616
58,793	52,227	2,895	3,052	140,889	126,454	**11.4**	100,799	40,090
27,593	25,986	1,148	989	58,763	50,094	**17.3**	38,272	20,491
30,935	27,920	3,655	2,628	72,396	64,632	**12.0**	53,412	18,983
23,146	19,171	997	629	47,524	42,081	**12.9**	35,646	11,877
5,143	4,964	279	157	10,886	10,025	**8.6**	8,618	2,268
10,949	10,005	1,095	923	26,024	24,010	**8.4**	23,099	2,925
10,307	8,741	562	584	23,042	20,862	**10.4**	16,750	6,292
6,270	5,818	74	76	8,458	7,550	**12.0**	6,573	1,885
10,743	9,111	682	507	17,513	16,127	**8.6**	11,805	5,708
6,189	5,653	202	221	13,117	12,095	**8.4**	8,756	4,361
11,344	9,918	575	406	21,294	19,569	**8.8**	25,238	-3,944
3,324	3,127	85	87	6,650	6,146	**8.2**	6,314	336
6,223	5,919	232	194	10,322	9,538	**8.2**	9,387	935
22,820	21,763	1,350	613	50,607	45,122	**12.2**	40,230	10,377
37,008	31,126	2,396	2,454	67,027	63,145	**6.1**	48,562	18,465
10,810	9,957	654	595	16,665	14,571	**14.4**	19,155	-2,490
18,984	17,945	1,223	819	34,618	31,241	**10.8**	28,577	6,041
18,123	16,206	573	696	29,352	26,312	**11.6**	15,838	13,514
22,880	20,823	593	545	48,640	43,896	**10.8**	30,453	18,187
86,660	75,412	3,663	3,520	154,115	139,237	**10.7**	109,499	44,616

Super sitcoms for fringe time!
The Beverly Hillbillies
Hogan's Heroes
Petticoat Junction
I Love Lucy
Viacom

©1981 Viacom International Inc. All rights reserved.



©1981 Viacom International Inc. All rights reserved.

Market (number of stations reporting in parentheses)[2]	Time sales[1] Revenue rank	Profit rank	Network 1980 (000)	Network 1979 (000)	Spot 1980 (000)	Spot 1979 (000)
San Juan-Caguas, P.R. (3)	**29**	**41**			48,080	34,831
Savannah, Ga. (3)	**114**	**112**	1,286	941	3,077	2,670
Seattle-Tacoma (4)	**17**	**14**	3,433	3,063	46,263	44,588
Shreveport, La.-Texarkana, Tex. (3)	**77**	**73**	1,582	1,546	6,736	5,733
Sioux City, Iowa (3)	**116**	**101**	1,334	1,241	3,140	2,475
Sioux Falls-Mitchell, S.D. (3)	**120**	**130**	1,436	1,377	4,157	789
South Bend-Elkhart, Ind. (4)	**91**	**104**	1,215	1,132	5,119	5,109
Spokane, Wash. (3)	**72**	**50**	1,365	1,332	10,940	9,325
Springfield, Mo. (3)	**96**	**77**	1,425	1,367	4,720	3,709
Springfield-Decatur-Champaign-Urbana, Ill. (5)	**66**	**114**	1,958	1,810	7,197	5,831
Syracuse, N.Y. (3)	**60**	**86**	2,491	2,491	10,536	9,923
Tampa-St. Petersburg, Fla. (5)	**19**	**13**	3,851	3,453	38,356	29,999
Terre Haute, Ind. (3)	**115**	**76**	1,925	1,670	2,971	2,380
Traverse City-Cadillac, Mich. (3)	**132**	**132**	850	711	2,609	2,556
Tucson, Ariz. (4)	**71**	**127**	1,028	919	7,342	6,487
*Tulsa, Okla. (4)	**50**	**57**	1,657	1,588	9,726	9,065
Washington (6)	**10**	**15**	3,974	4,036	73,833	65,194
Wichita Falls, Tex.-Lawton, Okla. (3)	**118**	**106**	801	804	3,024	2,368
Wichita-Hutchinson, Kan. (3)	**63**	**51**	1,550	1,463	7,814	6,744
Wilkes Barre-Scranton, Pa. (3)	**76**	**98**	1,940	1,765	7,709	6,545
Yakima, Wash. (3)	**135**	**115**	495	489	2,201	1,924
Youngstown, Ohio (3)	**102**	**105**	1,091	1,015	7,649	7,170
Markets of three or more stations			321,025	304,912	2,759,556	2,444,615
Markets of less than three stations			47,395	39,519	149,155	119,693
All markets			368,420	344,431	2,908,711	2,564,308

*One or more stations did not report data for the full year.

[1] Time sales exclude revenues from programs, talent, materials, facilities and services sold in connection with the sale of time, and include commissions to agencies, representatives and brokers. Because stations are not consistent in the way they classify national/regional versus local sales, year-to-year comparison in these categories should be made with caution.

Atlanta tops list of per-home market revenues

In the table below, total broadcast revenues for the FCC-reported markets are divided by the total number of television households contained in that Area of Dominant Influence, as defined by Arbitron Television in May 1981. There are three markets—Honolulu, Pasco, Wash., and San Juan-Caguas, P.R.—that are not included since Arbitron defines no ADI for them.

Market	$ per home
Atlanta	90.49
Dallas-Fort Worth	89.92
Denver	89.20
Houston-Galveston, Tex.	88.16
Phoenix-Mesa, Ariz.	84.80
Anchorage	83.12
Miami	81.55
San Francisco-Oakland	80.86
Los Angeles	80.53
New Orleans	76.92
Boston	76.61
Oklahoma City-Enid	73.55
Indianapolis-Bloomington	72.97
Chicago	71.58
Cincinnati	71.22
Las Vegas-Henderson, Nev.	70.98
Kansas City, Mo.	70.94
San Diego	70.54
Washington	70.31
Baton Rouge, La.	69.98
Minneapolis-St. Paul	69.63
Jacksonville, Fla.	69.49
Salt Lake City-Ogden-Provo, Utah	69.47
Seattle-Tacoma, Wash.	69.41
Baltimore	68.33
Lafayette, La.	67.63
Milwaukee	67.48
Detroit	67.41
Rochester, N.Y.	66.98
Tucson, Ariz.	66.96
St. Louis	66.18
Sacramento-Stockton, Calif.	65.74
Columbus, Ohio	65.35
Portland, Ore.	65.31
Montgomery, Ala.	64.82
Corpus Christi, Tex.	64.74
Boise-Nampa, Idaho	64.57
Fresno-Hanford-Tulare- Visalia, Calif.	64.34
Lubbock, Tex.	63.92
San Antonio, Tex.	63.68
Beaumont-Port Arthur, Tex.	62.99
Omaha	62.98
Buffalo, N.Y.	62.38
Madison, Wis.	62.35
Columbia, S.C.	62.17
Charlotte, N.C.	61.85
Charleston, S.C.	61.19

Local 1980 (000)	Local 1979 (000)	Barter and Trade-outs 1980 (000)	Barter and Trade-outs 1979 (000)	Total broadcast revenues 1980 (000)	Total broadcast revenues 1979 (000)	Percent change in revenue	Total broadcast expenses 1980 (000)	Total broadcast profit[3] 1980 (000)
4,422	7,217	1,120	1,120	45,141	34,070	**32.5**	37,528	7,613
4,365	3,555	114	105	7,876	6,616	**19.0**	7,126	750
35,983	29,752	1,226	912	72,092	64,802	**11.2**	44,680	27,412
7,140	7,248	187	131	13,281	12,574	**5.6**	10,263	3,018
3,845	3,685	285	256	7,743	6,859	**12.9**	6,384	1,360
2,761	2,376	172	93	7,375	6,829	**8.0**	7,558	-183
6,309	6,183	428	388	10,918	10,854	**0.6**	9,923	996
5,333	5,515	125	183	15,067	13,839	**8.9**	9,398	5,669
5,366	5,119	444	237	10,274	9,164	**12.1**	7,511	2,764
9.125	9,164	614	250	16,699	15,528	**7.5**	16,042	657
8,386	8,363	348	564	18,295	17,773	**2.9**	16,199	2,096
31,077	28,091	1,317	1,255	63,068	52,416	**20.3**	32,870	30,198
3,795	3,567	141	183	7,870	6,863	**14.7**	5,062	2,808
2,130	1,998	297	274	5,330	4,831	**10.3**	5,990	-660
9,682	8,540	471	396	15,489	13,744	**12.7**	15,558	-69
16,212	14,074	409	266	24,336	21,860	**11.3**	19,476	4,860
44,582	38,035	2,116	1,870	101,008	87,783	**15.1**	75,189	25,819
4,180	4,080	34	204	7,425	6,815	**9.0**	6,538	887
9,983	8,816	502	349	17,457	15,391	**13.4**	11,821	5,636
6,133	6,200	622	487	13,746	12,774	**7.6**	12,246	1,500
2,267	2,138	120	142	4,360	3,987	**9.4**	3,756	604
3,054	3,173	296	259	9,850	9,514	**3.5**	8,871	979
2,312,979	2,099,281	110,785	94,885	4,611,405	4,142,580	**11.3**	3,339,536	1,271,869
165,936	145,484	7,635	5,733	331,142	280,984	**17.9**	275,088	56,054
2,478,915	2,244,766	118,420	100,618	4,942,547	4,423,564	**11.7**	3,614,625	1,327,923

[2] Excludes 24 satellites that filed combined reports with their parent stations. Includes television specialty stations with religious formats, provided that 50% or more of the revenues of those stations came from the sale of time to advertisers

[3] Before federal income tax.

Minus sign denotes loss.

Market	**$ per home**
Dayton, Ohio	60.96
Orlando-Daytona Beach, Fla.	60.93
Tampa-St. Petersburg, Fla.	60.93
Pittsburgh	60.84
Bakersfield, Calif.	60.64
Tulsa, Okla.	60.40
Fort Wayne, Ind.	59.81
Hartford-New Haven-New Britain-Waterbury, Conn.	59.70
Philadelphia	59.36
Austin, Tex.	59.12
Louisville, Ky.	58.96
Reno	58.65
Fort Myers-Naples, Fla.	58.07
Springfield-Decatur-Champaign Urbana, Ill.	58.00
Colorado Springs-Pueblo, Colo.	57.84
Cleveland	57.45
New York	57.24
Rockford-Freeport, Ill.	56.55
Birmingham, Ala.	56.26
Albuquerque, N.M.	55.00
El Paso, Tex.	54.52
Albany-Schenectady-Troy, N.Y.	54.87
Norfolk-Portsmouth-Newport News-Hampton, Va.	53.72
Syracuse, N.Y.	53.01
Greenville-Washington-New Bern, N.C.	52.53
Odessa-Midland-Monahans, Tex.	51.39
Memphis	51.08

Market	**$ per home**
Sioux City, Iowa	50.08
Cedar Rapids-Waterloo, Iowa	49.42
Lexington, Ky.	49.10
Yakima-Pasco, Wash.	48.94
Evansville, Ind.	48.93
Spokane, Wash.	48.61
Peoria, Ill.	48.35
Harrisburg-Lancaster-York- Lebanon, Pa.	48.32
Terre Haute, Ind.	48.25
Rochester-Austin, Minn.-Mason City, Iowa	48.15
Bangor, Me.	48.11
Des Moines-Ames, Iowa	47.74
Little Rock, Ark.	47.42
Erie, Pa.	47.23
Wichita Falls, Tex.-Lawton, Okla.	46.96
Fort Smith, Ark.	46.84
Nashville	46.39
Monroe, La.-El Dorado, Ark.	46.36
Grand Rapids-Kalamazoo, Mich.	46.24
Savannah, Ga.	46.24
Abilene-Sweetwater, Tex.	46.23
Greenville-Spartanburg, S.C.-Asheville, N.C.	45.86
Knoxville, Tenn.	45.76
Green Bay, Wis.	45.57
Richmond-Petersburg, Va.	45.41
Idaho Falls-Pocatello	45.12
Augusta, Ga.	45.01
Providence, R.I.-New Bedford, Mass	44.80

Television's major source for movies.
Viacom Features I, II, III, IV, V, VI, VII, VIII
The Legend Group
Viacom Movie Greats
GASP
Viacom

©1981 Viacom International Inc. All rights reserved.

If You Want to Open Doors in Minority Broadcast Financings

SYNCOM has the key.

Syncom
a venture capital company
serving minority equity
capital needs

Syndicated Communications, Incorporated
Suite 414, 1625 Eye Street, N.W.
Washington, D.C. 20006 202/293-9428/9

Experience counts when

BUYING

OR

SELLING

Consult

NORMAN FISCHER

Over 10 years
of quality service
to broadcasters

- ★ BROKERAGE
- ★ APPRAISALS
- ★ FINANCING

Norman Fischer & Associates, Inc.

P.O. Box 5308
Austin, Texas 78763
(512) 452-6489

Market	$ per home
Davenport, Iowa-Rock Island-Moline, Ill.	44.70
Wichita-Hutchinson, Kan.	44.51
Raleigh-Durham, N.C.	44.19
Mobile, Ala.-Pensacola, Fla.	43.91
Binghamton, N.Y.	43.76
Youngstown, Ohio	43.46
Duluth, Minn.-Superior, Wis.	43.28
Greensboro-Winston Salem-High Point, N.C.	43.26
Flint-Saginaw-Bay City, Mich.	42.22
Jackson, Miss.	41.94
South Bend-Elkhart, Ind.	41.56
Amarillo, Tex.	41.45
Springfield, Mo.	41.42
Chattanooga, Tenn.	41.40
Albany-Thomasville, Ga.-Tallahassee, Fla.	40.67
Columbia-Jefferson City, Mo.	39.56
Lincoln-Hastings-Kearney, Neb.	39.43
Portland-Poland Spring, Me.	38.98
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	38.08
Traverse City-Cadillac, Mich.	37.90
Joplin, Mo.-Pittsburg, Kan.	37.72
Huntsville-Decatur, Ala.	37.26
Charleston-Huntington, W. Va.-Ashland, Ky.	36.88
Sioux Falls-Mitchell, S.D.	35.74
Columbus, Ga.	35.67
Johnstown-Altoona, Pa.	35.56
Roanoke-Lynchburg, Va.	35.48
Johnson City-Kingsport-Bristol, Tenn.	35.25
Shreveport, La.-Texarkana, Tex.	32.53
Wilkes Barre-Scranton, Pa.	29.31

7. Small market revenues and expenses (markets 100 and smaller)

Amounts in thousands

Broadcast revenues	224 VHF stations	78 UHF stations	Total 302 stations
Network sale compensation	$75,626	$10,316	$85,942
Total non-network sales to advertisers	613,911	106,945	720,856
To national and regional advertisers	298,475	42,472	340,947
Sale of station time	297,069	42,246	339,315
Other than sale of station time	1,406	226	1,632
To local advertisers	315,436	64,473	379,909
Sale of station time	301,915	61,864	363,779
Other than sale of station time	13,521	2,609	16,130
Sales to other than advertisers	9,408	1,354	10,762
Gross broadcast revenues	698,945	118,616	817,561
Deduct: Commissions to agencies representatives, etc.	94,217	13,791	108,008
Total: Net broadcast revenues[1]	604,728	104,825	709,553
Broadcast expenses			
Total technical expense	56,616	16,020	72,636
Technical payroll	33,568	7,066	41,534
All other technical expense	23,048	8,054	31,102
Total program expenses	165,846	31,359	197,205
Payroll for employes considered "talent"	15,254	2,144	17,398
Payroll for all other program employes	58,404	12,565	70,969
Rental and amortization of film and tape	42,078	7,151	49,229
Records and transcriptions	469	83	552
Cost of outside news services	4,550	718	5,268
Payments to talent	1,169	295	1,464
Music license fees	9,201	1,639	10,840
Other performance and program rights	13,353	722	4,075
All other program expenses	31,364	6,044	37,408
Total selling expenses	64,490	15,362	79,852
Selling payroll	39,052	9,332	48,384
All other selling expenses	25,438	6,030	31,468
Total general and administrative expenses	207,856	51,995	259,851
General and administrative payroll	32,077	7,214	39,291
Depreciation and amortization	56,866	15,157	72,023
Interest	24,021	9,141	33,162
Allocated costs of management from home, office or affiliate(s)	15,390	1,279	16,669
Other general and administrative expense	79,502	19,204	98,706
Total broadcast expenses[1]	494,808	114,736	609,544
Total broadcast income (before federal income tax)	109,920	(9,911)	100,009

[1] last digits may not add due to rounding. Stations that report less than $25,000 in total revenues are required to report only total net broadcast revenues and total expense. Therefore the individual items of revenue and expense may not add to total.

Continued from page 42.

between $10 million and $15 million. Forty-six VHF's—38 of which were affiliates—and four independent UHF stations claimed profits of between $5 million and $10 million. Fifty-five VHF's (50 affiliates) and five UHF's earned profits of between $3 million and $5 million. Seventy VHF stations (68 affiliates) and 12 UHF stations (five affiliates) claimed profits of between $1.5 million and $3 million. Forty-one VHF's (40 affiliates) and six UHF's (three affiliates) said they earned between $1 million and $1.5 million.

Fifty-two VHF's (11.5%) reported losses in 1980 as did 82 UHF's (41.6%). Forty-six affiliated VHF's claimed losses (10.8%) as did 38 UHF affiliates (32.8%). Six independent VHF's reported losses (20.7%) while 44 independent UHF's reported losses (54.3%). Twenty-one VHF stations (16 affiliates) and 46 UHF stations (18 affiliates) reported losses of $400,000 or more. Thirteen VHF's (all affiliates) and 11 UHF's (five affiliates) reported losses of between $200,000 and $500,000. Seven VHF's (six affiliates) and seven UHF's (four affiliates) reported losses of between $100,000 and $200,000. Two VHF's—both affiliates—and nine UHF's (eight affiliates) reported losses of between $50,000 and $100,000.

The television industry employed 70,822 full-time and 7,449 part-time (78,271 total) and had a payroll totaling $1.8 billion. The networks employed 14,838 full-time and 1,752 part-time (16,590) with a payroll of $558 million. Five hundred and seven VHF stations reported employing a total of 45,719 full-time and 4,442 part-time with a payroll amounting to $1.1 billion. Two hundred and eighteen UHF stations reported employing a total of 10,265 full-time and 1,255 part-time with a payroll amounting to $189 million.

The total property investment at original cost reported by the television industry totaled $3.6 billion (minus depreciation: $1.9 billion). Of the total investments, the networks accounted for $604.7 million (minus depreciation: $303.1 million); VHF stations, $2.4 billion (minus depreciation: $1.2 billion); and UHF's, $602.7 million (minus depreciation: $362.5 million). The VHF station average was $4.8 million (minus depreciation: $2.4 million), and the UHF station average was $2.8 million (minus depreciation: $1.7 million).

Small-market television stations—those in markets below the top 100—(302 in all)—reported revenues of $709.6 million. The 224 small-market VHF's reporting accounted for $604.7 million while the 78 small-market UHF's reporting claimed revenues of $104.8 million.

Small-market stations reported expenses totaling $609.5 million, with VHF's accounting for $494.8 million and UHF's $114.7 million.

Small-market profits totaled $100 million, with VHF's reporting a pre-tax gain of $109.9 million and UHF's claiming losses of $9.9 million.

Notes. The FCC uses the following definitions in line items in its annual television figures.

All other selling expenses: Expenses, other than payroll, incurred in connection with sales of time, advertising, publicity.

All other technical expenses: Technical expenses other than payroll, such as circuit costs incurred in delivering programs to the local studio.

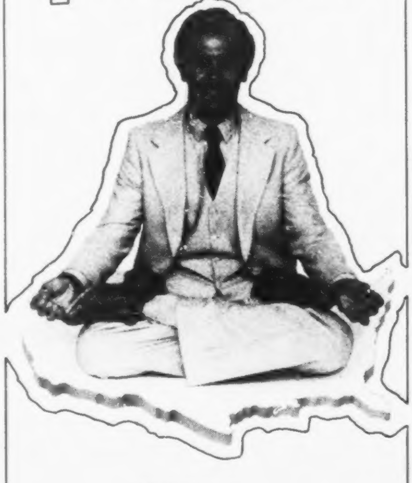
8. Small market winners and losers

(markets 100 and below)

	Total		Network-affiliate		Independent	
	VHF	UHF	VHF	UHF	VHF	UHF
Total number of stations reporting[1]	192	69	183	60	9	9
Number of stations reporting profits	155	32	151	31	4	1
Profitable stations as percent of total	80.7	46.4	82.5	51.7	44.4	11.1
Number of stations reporting profits of:						
$15,000,000 or over						
10,000,000- 15,000,000						
5,000,000- 10,000,000	3		2		1	
3,000,000- 5,000,000	2		2			
1,500,000- 3,000,000	14		14			
1,000,000- 1,500,000	17		17			
600,000- 1,000,000	37	2	36	2	1	
400,000- 600,000	23	6	22	6	1	
200,000- 400,000	28	3	27	3	1	
100,000- 200,000	14	9	14	9		
50,000- 100,000	12	2	12	2		
25,000- 50,000	3	8	3	8		
Less than 25,000	2	2	2	1		1
Number of stations reporting losses	37	37	32	29	5	8
Unprofitable stations as percent of total	19.3	53.6	17.5	48.3	55.6	88.9
Number of stations reporting losses of:						
Less than $10,000	3	2	3	1		1
10,000- 25,000	1		1			
25,000- 50,000	3	3	3	2		1
50,000- 100,000	2	8	2	8		
100,000- 200,000	6	4	5	3	1	1
200,000- 400,000	8	5	8	4		1
400,000 and over	14	15	10	11	4	4

[1] Stations operating full year only excluding satellite and religious stations. Profits (Broadcast Income) are before Federal Income tax.

the
lotus
position



means...

increased national radio sales dollars for our station list

because...

~~11~~, ~~13~~, 16

young, aggressive,
hungry, hard-working,
sales people are selling
schedules for our stations
in our five owned
and operated offices
in:

New York —	212 697-7601
Chicago —	312 346-8442
Los Angeles —	213 466-8119
San Francisco —	415 563-3252
Dallas —	214 960-1707
Atlanta —	404 237-1577

Call or write us if you want to be in the better LOTUS position: George Sternberg, Vice President and Director, Station Relations, LOTUS REPS, 50 East 42nd Street, New York, N.Y. 10017, Telephone 212/697-7601.

Lotus Reps
Division of Lotus Communications Corporation

BEST AVAILABLE COPY

9. 1980 network and station revenue breakouts

(Amounts in millions)

			Other VHF stations		UHF stations					
Broadcast revenues	**3 National Networks**	**15 NW Owned, Operated VHF**	**Affiliates**	**Independents**	**Affiliates**	**Independents**	**VHF**	**UHF**	**TV Stations**	**Networks and TV Stations**
Network sales, Gross	4,796.1									4,796.1
Deduct: Payments to owned and operated stations.	45.5									45.5
Deduct: Payments to other affiliated stations.	310.9									310.9
Retained from network sales[2]	4,439.7	45.8	281.8	2.8	29.9	8.2	330.4	38.1	368.4	4,808.1
Non-network sales to advertisers, Total	–	805.0	3,257.3	648.8	321.2	438.4	4,711.1	759.6	5,470.9	5,470.9
To national and regional advertisers, Total	–	431.4	1,707.2	398.8	150.5	341.0	2,537.4	391.5	2,928.9	2,928.9
Sale of station time	–	431.1	1,689.8	398.1	149.7	240.0	2,519.0	389.7	2,908.7	2,908.7
Other than sale of station time	–	0.3	17.4	0.7	0.8	1.0	18.4	1.8	20.2	20.2
To local advertisers, Total	–	373.6	1,550.1	250.0	170.7	197.4	2,173.7	368.1	2,542.0	2,542.0
Sale of station time	–	371.8	1,510.1	243.6	165.2	188.0	2,125.6	353.2	2,478.9	2,478.9
Other than sale of station time	–	1.8	39.9	6.4	5.5	9.4	48.1	14.9	63.1	63.1
Sales to other than advertisers	146.0	3.2	27.3	8.5	3.2	9.7	39.0	12.9	51.9	197.9
Gross broadcast revenues	4,585.7	854.0	3,566.4	660.1	354.4	456.3	5,080.5	810.7	5,891.2	10,476.9
Deduct: Commissions to agencies representatives, etc.	720.5	153.7	559.8	114.7	49.6	70.9	828.2	120.5	948.7	1,669.2
Net broadcast revenues	**3,865.2**	**700.3**	**3,006.6**	**545.4**	**304.8**	**385.4**	**4,252.3**	**690.2**	**4,942.5**	**8,807.7**

[1] Last digits may not add due to rounding.
[2] Station data include payments from networks other than ABC, CBS or NBC.

10. 1980 network and station expense breakouts

			Other VHF stations		UHF stations					
Broadcast expenses[1]	**Networks**	**18 network O&O's**	**Affiliates**	**Independents**	**Affiliates**	**Independents**	**Total VHF**	**Total UHF**	**Total TV stations**	**Networks and TV stations**
Technical expenses, Total	2	$ 51.8	221.1	39.2	37.4	40.5	312.1	77.9	390.0	2
Technical payroll	2	29.5	153.4	30.6	19.4	22.1	213.5	41.5	255.0	2
All other technical expenses	2	22.3	67.7	8.6	18.0	18.3	98.6	36.3	135.0	2
Program expenses, Total	3,115.9[2] 403.3[2]	269.5	842.6	227.0	95.4	153.8	1,339.1	249.2	1,588.3	5,094.2[2]
Payroll for employes considered "talent"	402.2[2]	24.2	72.1	10.9	5.9	3.0	107.2	8.9	116.0	1,271.1[2]
Payroll for all other program employes		106.8	301.2	27.8	38.7	22.2	435.8	60.9	496.8	
Rental and amortization of film and tape	1,791.2[4]	51.1	228.4	137.4	24.9	87.2	416.9	112.1	529.0	2,320.2
Records and transcriptions	5.8	0.4	1.9	0.2	0.2	0.1	2.5	0.3	2.8	8.6
Cost of outside news services	NA	5.5	19.4	4.2	2.4	1.5	29.1	3.8	32.9	32.9
Payments to talent	NA	13.0	8.6	1.2	0.5	1.2	22.9	1.7	24.6	24.6
Music license fees	9.1	12.7	49.1	7.4	4.8	4.8	69.2	9.6	78.8	87.9
Other performance and program rights	197.1	10.3	16.0	14.1	2.2	12.6	40.4	14.8	55.2	252.3
All other program expenses	709.4[2, 3]	45.6	145.8	23.8	15.8	21.3	215.2	37.1	252.2	1,096.6[2]
Selling expenses, Total	160.1	72.1	275.8	46.9	41.7	50.6	394.8	92.4	487.2	647.3
Selling payroll	27.8	19.8	141.2	19.8	23.9	20.1	180.8	44.0	224.8	252.6
All other selling expenses	132.3	52.3	134.5	27.1	17.9	30.6	213.9	48.5	262.4	394.7
General and administrative expenses, Total	263.6	98.4	722.9	96.8	114.2	116.8	918.1	231.1	1,149.2	1,412.8
General and administrative payroll	126.8	16.6	104.5	14.6	16.7	16.6	135.7	33.3	169.0	295.8
Depreciation and amortization	40.6	12.4	167.1	18.2	31.8	28.6	197.7	60.4	258.1	298.7
Interest	NA	–	64.0	9.9	15.6	20.2	73.9	35.8	109.7	109.7
Allocated costs of management from home office of affiliate(s)	NA	32.6	78.9	7.8	7.2	9.9	119.3	17.1	136.4	136.4
Other general and administrative expenses	96.2	36.7	308.4	46.3	43.0	41.6	391.4	84.6	475.9	572.1
Total broadcast expenses	**3,539.6[5]**	**491.8**	**2,062.4**	**409.9**	**288.8**	**361.8**	**2,984.1**	**650.5**	**3,614.6**	**7,154.2**

[1] Last digits may not add due to rounding.
[2] Because methods of treating technical and program expense differ among the networks, the two figures were combined.
[3] Includes $73,059,138 for cost of inter-city and intra-city program relay circuits.
[4] Amortization expense on programs obtained from others.
[5] The networks reported spending $486 million on their news and public affairs operations: this figure contains costs already included in other expense items.
NA Individual detail not reported.

Broadcast income: Profit or loss before federal income tax. Equals broadcast net revenues less total broadcast expenses.

Commissions: Amounts paid to agencies, representatives and brokers (but not to staff salesmen or employes) and cash discounts.

General and administrative expenses: Expenses which cannot be classified in the technical, program, or selling categories.

Gross broadcast revenues: Total sales to advertisers plus revenues from sales to other than advertisers.

Local sales: Sales of station time, programs, materials or services placed by or on behalf of local advertisers or sponsors, reported before deductions for cash discounts and commissions.

Markets: The assignment of stations to TV markets, for purposes of this report, is generally made on the basis of coverage area, proximity to other stations and network affiliation patterns. Although the market assignments are generally consistent with those of the two major rating services, Arbitron and Nielsen, there are differences due to the different methods of assignment used. In addition, for this report, satellite stations are assigned to their own individual markets rather than to the parent station market.

National/regional sales: Sales of station time, programs, materials or services placed by or on behalf of advertisers generally recognized as national or regional in character, reported before deductions for cash discounts and commissions.

Net broadcast revenues: Gross broadcast revenues less commissions to agencies, representatives and brokers (but not to staff salesmen or employes) and less cash discounts.

Network compensation: Amounts received by stations from programing networks for carrying the networks' programs and advertising.

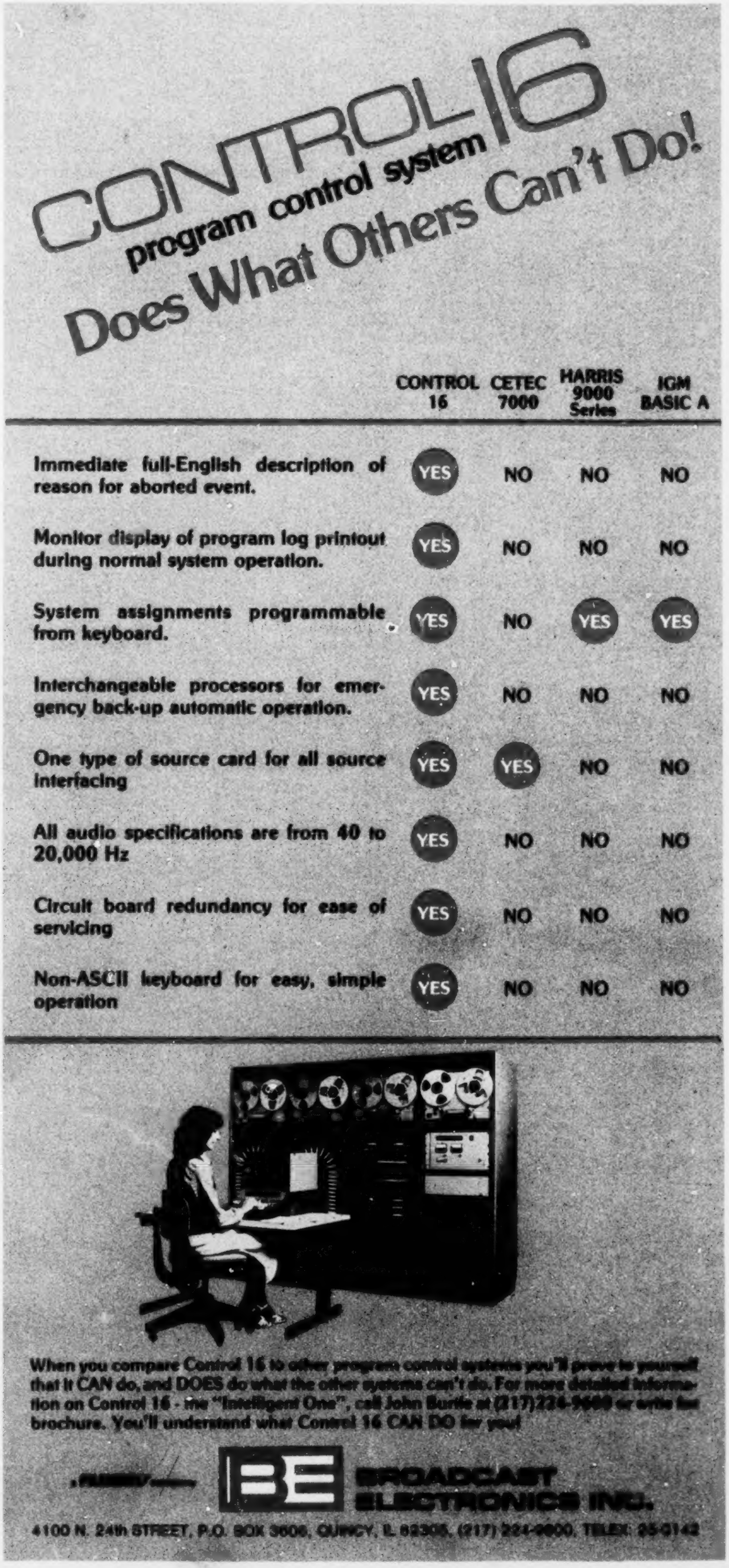
Network sales: Sales of network services, including time, programs, materials facilities and other services, placed by or on behalf of advertisers. This figure also includes the compensation received by stations from non-national or part-time program networks, but does not include the sales of those networks. The network sales figure is reported before deductions for cash discounts, and commissions.

Payroll: Salaries, wages, bonuses, and commissions to staff.

Sales other than sale of station time: All amounts charged advertisers or sponsors, in connection with the sale of time, for programs, materials, facilities or services.

Sales to other than advertisers: Revenues from the supply of materials, facilities, or services not associated with the station's time sales.

Total sales to advertisers: Total amounts paid by advertisers for broadcast time, and for programs, materials, facilities and services supplied by the broadcast industry (including networks and television stations) in connection with the sale of time. These amounts are reported before deductions for cash discounts, commissions paid to advertising agencies, representatives, brokers and to staff salesmen or employes.


CONTROL 16
program control system
Does What Others Can't Do!

	CONTROL 16	CETEC 7000	HARRIS 9000 Series	IGM BASIC A
Immediate full-English description of reason for aborted event.	YES	NO	NO	NO
Monitor display of program log printout during normal system operation.	YES	NO	NO	NO
System assignments programmable from keyboard.	YES	NO	YES	YES
Interchangeable processors for emergency back-up automatic operation.	YES	NO	NO	NO
One type of source card for all source interfacing	YES	YES	NO	NO
All audio specifications are from 40 to 20,000 Hz	YES	NO	NO	NO
Circuit board redundancy for ease of servicing	YES	NO	NO	NO
Non-ASCII keyboard for easy, simple operation	YES	NO	NO	NO

When you compare Control 16 to other program control systems you'll prove to yourself that it CAN do, and DOES do what the other systems can't do. For more detailed information on Control 16 - the "Intelligent One", call John Burtle at (217)224-9600 or write for brochure. You'll understand what Control 16 CAN DO for you!

FILMWAYS

BE BROADCAST ELECTRONICS INC.

4100 N. 24th STREET, P.O. BOX 3606, QUINCY, IL 62305, (217) 224-9600, TELEX: 25-0142

Law & Regulation

Enough competition, too much regulation

That's the consensus of industry groups asked to respond to House Telcomsubcom survey

Television broadcasting and networking exist in a rarefied, highly regulated atmosphere, but evidence of monopoly power in the industry is at best, "ambiguous and mixed." In radio, "limited data and crude analysis suggest, tentatively," that markets are competitive.

No matter what sort of creature the FCC and market forces have created in broadcasting thus far, the future, with its emerging, competing technologies, is likely to bring much more competition among mass media services, especially in video.

That's how the industry responded to a survey by House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.) who is trying to establish where and how much competition exists in the communications industry. Last week, subcommittee staffers began studying a mass of information, gathered through oral hearings and the written survey, that will form the base for a report on the status of competition in telecommunications. They hope to have completed their report by early September, when subcommittee members will use it as their data base when drafting amendments to the Communications Act of 1934.

Questionnaires were sent to the National Association of Broadcasters, the National Radio Broadcasters Association, the National Cable Television Association, the three major networks and a number of group station owners and cable system operators. They asked for listings of total market and company revenues, the number of present and anticipated competitors, availability and "cross-elasticity" of similar services, initial investment required for entry into a market and barriers to entering a market, what it takes to become a "going concern," a breakdown of assets and expenses, an assessment of the availability of capital for expansion, net income and information about cross-ownership in other communications entities.

A number of broadcasters and MSO's that responded sent their annual reports and other public information. "There was no protection for proprietary information," said NCTA General Counsel Brenda Fox, "so many firms may not have provided it."

Spokesmen for ABC, CBS, NBC and Storer Broadcasting said their responses had been relatively brief, because the NAB's had been comprehensive and there was no need to repeat its information.

The NAB hired National Economic Research Associates Inc., a Washington consulting firm, to compile an overview of competition in broadcasting. It drew heavily on the FCC's 1979 financial figures and a number of government and private studies, all of them previously published. No new information could be compiled, said Donald L. Martin, the NERA executive who prepared NAB's response, because the subcommittee asked that its survey be answered only three weeks after its initial mailing.

According to the NERA report, government regulations have kept prices and profits at "artificially high levels" in broadcasting without bestowing "significant monopoly power on any one firm." This does not mean, however, that broadcasters reap consistently high profits. "Barriers to entry may keep up revenues, but they cannot keep costs down. Therefore, many broadcasters will make only normal returns and others will suffer losses."

It is widely believed that the FCC's 1952 Sixth Report and Order on Television Assignments is largely responsible for the high rates of return in broadcasting, said the NERA report. Because UHF stations

CBS's argument for TV deregulation: Video competition in the top-50 markets

	CABLE % of homes passed	CABLE Average number of channels	MDS channels	Total UHF & VHF channels	Video-cassette players	Radio stations
1. New York	28%	29	3	14	177,554	39
2. Los Angeles	23	23	3	18	115,314	32
3. Chicago	6	27	2	11	78,652	39
4. Philadelphia	23	27	2	10	65,011	30
5. San Francisco	59	23	2	12	52,861	28
6. Boston	19	23	2	9	51,367	23
7. Detroit	4	27	2	7	44,335	23
8. Washington	8	29	1	7	38,580	20
9. Cleveland	32	20	3	5	36,465	21
10. Dallas-Ft. Worth	1	35	2	6	33,465	20
11. Pittsburgh	42	13	1	6	32,186	22
12. Houston	8	16	2	6	31,759	26
13. Minneapolis-St. Paul	3	30	1	6	27,923	24
14. St. Louis	4	18	1	6	27,709	20
15. Seattle-Tacoma	41	23	2	7	31,759	26
16. Atlanta	10	33	1	6	26,850	23
17. Miami	19	34	1	9	26,644	17
18. Tampa-St. Petersburg	49	22	2	6	25,578	13
19. Baltimore	5	28	1	6	22,381	22
20. Denver	13	37	1	6	21,315	23
21. Indianapolis	16	21	1	6	21,102	20
22. Sacramento, Calif.	24	21	2	6	20,249	17
23. San Diego	75	32	2	4	19,823	19
24. Portland, Ore.	3	19	1	5	19,397	24
25. Kansas City, Mo.	30	30	1	6	19,183	19
26. Hartford, Conn.	61	33	3	7	18,757	13
27. Cincinnati	8	28	2	7	18,331	18
28. Milwaukee	10	25	1	6	18,331	19
29. Buffalo	60	28	1	5	17,478	16
30. Nashville	3	16	1	5	16,839	17
31. Phoenix	2	15	1	8	16,626	19
32. Columbus, Ohio	51	23	2	4	15,986	15
33. Providence, R.I.	13	31	2	4	15,773	13
34. Memphis	11	36	1	5	15,347	20
35. Charlotte, N.C.	15	12	1	7	15,347	13
36. New Orleans	12	29	1	5	14,707	23
37. Greenville, N.C.	30	22	1	5	14,707	10
38. Grand Rapids, Mich.	45	19	2	5	14,707	17
39. Oklahoma City	17	30	1	5	14,707	17
40. Orlando, Fla.	44	18	2	5	13,855	12
41. Raleigh, N.C.	23	19	2	4	13,642	10
42. Louisville, Ky.	6	21	1	6	13,428	16
43. Charleston, S.C.	37	14	2	6	13,215	11
44. Birmingham, Ala.	25	26	1	5	12,789	20
45. Salt Lake City	10	12	2	6	12,789	18
46. Harrisburg, Pa.	60	16	2	6	12,789	8
47. Norfolk, Va.	34	31	1	5	12,576	13
48. Wilkes Barre, Pa.	54	20	1	4	12,576	6
49. Albany, N.Y.	60	31	1	4	12,576	11
50. Dayton, Ohio	51	30	1	4	11,936	12

cannot effectively compete with VHF stations, there are fewer TV stations than there could be and there is no real market for additional networks.

Broadcast licensees "behave as if they did not possess market or monopoly power," said the report. "Stations are no less profitable in markets with relatively more licensees or where audience shares are relatively more equal than in markets with relatively few licensees or where the lack of channel assignments prevents new stations from entering."

The FCC's 1952 order allowed a greater profit margin in larger markets and higher rates of return for network affiliates by protecting network profits from the competitive entry of additional networks, said the report. However, the report said, broadcast rates of return are artificially inflated because many are calculated on replacement value or some derivative of the historical value of a station's equipment rather than on the price a licensee paid for a station.

Addressing competition in radio, the NERA report summarized the FCC's reasons for deregulating radio earlier this year. It commented that the FCC's "interpretation of its radio industry data may be suggestive of competitive markets," but "little in their analysis actually tests for the presence of market power."

The FCC's "conjecture about the presence of competition in large radio markets is probably not wrong," said the report, "but its evidence is ambiguous in small markets."

"Lower advertiser demand and collusive station behavior are both consistent with relatively little "overcommercialization," said the report.

The report concludes that potential competition from other media "has considerably reduced opportunities for the exercise of market power by individual broadcasters or groups of broadcasters," and that "whatever market power may have been attributed to television networks in the past, that power is not likely to be sustained in the future."

NCTA submitted a battery of charts to the subcommittee, demonstrating that it competes currently or potentially with other industries on four different fronts, broadcasting, entertainment services, print information services and telecommunications services.

"Today, as well as five to 10 years from now, cable will be only one of many players in the arena," said NCTA.

NRBA submitted copies of two reports it had compiled for its members earlier this year, on potential competition from cable and another on small-market radio.

CBS expanded a report it previously offered the subcommittee to demonstrate competition among video outlets in markets represented by subcommittee members (BROADCASTING, June 8). The expanded report lists video outlets in each of the top 50 markets.

"There simply is no longer any basis for making policy decisions on the shibboleth that there is a scarcity of video channels," said CBS. "The video distribution logjam is simply gone."

STC answers opposition

Comsat subsidiary asks FCC to reject nine petitions to deny filed by NAB, ABC and AMST, among others; NBMC supports STC

Satellite Television Corp., the Comsat subsidiary that has filed the only DBS application that has been formally accepted for filing by the FCC, has asked the FCC to reject all nine petitions to deny that application. The National Black Media Coalition has filed a petition in support of the STC proposal, also asking the commission to dismiss the nine opposing petitions.

Among those calling for denial of the STC proposal were the National Association of Broadcasters and ABC, which challenged STC on legal, financial and technical grounds. In addition, the Association of Maximum Service Telecasters and the three TV network affiliates associations filed "objections" to the STC application, and called on the commission to hold a hearing concerning its alleged deficiencies.

STC rebutted arguments of NAB and others that the commission was statutorily precluded from authorizing anything but a local broadcast service. The Communications Act does not restrict the commission "to a single licensing structure such as the designation of local service areas for broadcast facilities," said STC. "To the contrary," it argued, "Congress deliberately equipped the FCC with broad discretion to permit prompt responses to changing technological and marketplace conditions in the search for the best means of extending communications service to the entire country."

Regarding allegations that its DBS proposal would harm terrestrial operations economically, STC noted that conventional broadcasters usually raise that issue whenever a new technology is introduced.

STC charged that the NAB took estimates, made in a study by Arthur D. Little Inc., that DBS might win 40% to 80% of the current terrestrial subscription television market, "out of context." The Little study, said STC, "clearly ignores the possibility that STV stations will respond to DBS competition by differentiating their service" or lowering prices.

As to its financial qualifications, STC characterized as "absurd" the suggestion by the NAB that "STC must show that Comsat's current liquid assets exceed its current liabilities by at least $225 million." The establishment of a cash or cash-equivalent account of that magnitude "years in advance of actual capital needs," it said, "would be a costly and inefficient use of funds. ... [and] a disservice to Comsat's shareholders."

As to the $400 million line of credit it hopes to secure through a banking syndicate put together by Chase Manhattan, STC said that "reasonable assurance" of the loan's availability is all it needs to prove to the commission at this time.

STC admitted high-definition television was one possible future use of the 12 ghz band. But to reserve the entire band for that purpose would be "unreasonable," it said, especially in light of "recent conclusions by HDTV experts" that "HDTV will not become commercially viable until the 1990's at the earliest."

As to its proposed 16 mhz bandwidth, STC said it has made "what it considers to be reasonable engineering and economic trade-offs and designed a system that will provide a sufficient picture quality without requiring excessive satellite power. ..."

NBMC noted that none of the STC opponents "challenged the validity and excellence of STC's proposed service, nor could they." It noted that STC plans to devote about 50% of its air time to nonentertainment programing. "Service for minorities is explicitly proposed for airing each weekday afternoon or evening," it said.

NBMC and STC recently concluded an agreement (one of the "three or four best ever negotiated," according to the coalition) on STC's commitment to minorities and minority programing. It states:

- Establishment of a "citizen advisory council" with significant minority representation—at least five members—that will meet with STC officials periodically.
- Formation of an Office of Minority Program Services to develop minority and public affairs programing for STC.
- Establishment by STC of EEO goals and timetables, "supplemented with a variety of training and management sensitizing efforts."
- Funding by STC of a program designed to increase minority participation in telecommunications, initially at $50,000 per year.
- Creation of a minority enterprise small business investment corporation (MESBIC) capitalized at $1 million.
- An affirmative action program covering procurement and contracting with minority firms.
- Service without charge at various public sites and community centers, particularly in low-income neighborhoods.

CBS-BMI finally come to terms

12-year-old suit is resolved with network agreeing to pay over $42 million in fees

Broadcast Music Inc. announced last week that 12 years of litigation with CBS had been ended with a settlement "highly favorable to BMI" and the signing of a new five-year music license agreement by CBS extending through 1985.

The entire package, going back to 1969 when CBS filed its "per use" license suit against BMI and the American Society of Composers, Authors and Publishers and extending through 1985, was understood to call for CBS to pay BMI more than $42 million.

The settlement was said to represent a

The Media

Arbitron and Nielsen estimate country's cable penetration

Cable television was in approximately 21,000,000 U.S. households in May, 26.5% of all U.S. television homes, according to estimates by A.C. Nielsen Co.

' Or, from another measurement perspective, cable penetrated 17,376,700 households that month, some 22% of TV homes, according to Arbitron Co.

Both Nielsen and Arbitron have released cable figures based on 1980 census data—each with its own market-by-market results.

Depending on the market, penetration figures vary dramatically. Arbitron, for example, shows the range from 1% penetration in Las Vegas to 99% in Palm Springs, Calif. And the numbers differ with the measurement technique of the services. Nielsen combines Palm Springs with the Los Angeles market for an overall penetration of 18.7%.

The highest percentage of penetration Nielsen found is in the Santa Barbara-Santa Maria-San Luis Obispo, Calif., designated market area (DMA) where 82.5% of the TV homes are served by cable. Three others are shown with more than 70% penetration: Parkersburg, W.Va. (75.4%); Laredo, Tex. (73.5%), and Biloxi-Gulfport, Miss. (71.1%).

Following the 99% high for Palm Springs, the next three on the Arbitron list area are Parkersburg (72%), and Santa Barbara-Santa Maria-San Luis Obispo and Lima, Ohio (both 67%).

The Nielsen and Arbitron markets and penetration figures follow:

Arbitron

Market	*% penetration*
Abilene-Sweetwater, Tex.	60.4
Ada-Ardmore, Okla.	43.9
Albany, Ga.	38.9
Albany-Schenectady-Troy, N.Y.	45.1
Albuquerque, Farmington, N.M.	27.5
Alexandria, La.	45.1
Alexandria, Minn.	31.1
Alpena, Mich.	62.5
Amarillo, Tex.	55.2
Atlanta	19.6
Augusta, Ga.	29.4
Austin, Tex.	41.1
Bakersfield, Calif.	66.3
Baltimore	6.3
Bangor, Me.	25.0
Baton Rouge, La.	33.8
Beaumont-Port Arthur, Tex.	26.2
Beckley-Bluefield-Oak Hill, W. Va.	68.3
Billings, Mont.	43.5
Biloxi-Gulfport, Miss.	71.1
Binghamton, N.Y.	60.5
Birmingham-Anniston, Ala.	32.0
Boise, Idaho	10.4
Boston-Manchester, N.H.—Worcester, Mass.	17.3
Bristol, Va.-Kingsport, Johnson City, Tenn.	40.0
Buffalo, N.Y.	39.8
Burlington, Vt.-Plattsburg, N.Y.	42.3
Butte, Mont.	54.5
Casper-Riverton, Wyo.	68.4
Cedar Rapids-Waterloo-Dubuque, Iowa	18.7
Champaign-Springfield-Decatur, Ill.	50.7
Charleston-Huntington, W. Va.	52.5
Charleston, S.C.	28.9
Charlotte, N.C.	15.3
Chattanooga	24.5
Cheyenne, Wyo.-Scottsbluff, Neb.-Sterling, Colo.	60.3
Chicago	4.5
Chico-Redding, Calif.	53.6
Cincinnati	12.8
Clarksburg-Weston, W. Va.	65.7
Cleveland-Akron	20.7
Colorado Springs-Pueblo	28.3
Columbia-Jefferson City, Mo.	30.8
Columbia, S.C.	29.0
Columbus-Tupelo, Miss.	40.9
Columbus, Ga.	39.8
Columbus, Ohio	36.8
Corpus Christi, Tex.	34.2
Dallas-Ft. Worth	11.5
Davenport, Iowa-Rock Island-Moline, Ill.	31.9
Dayton, Ohio	34.7
Denver	9.9
Des Moines-Ames, Iowa,	28.7
Detroit	4.6
Dothan, Ala.	33.1
Duluth, Minn.-Superior, Wis.	37.7
El Paso	41.9
Erie, Pa.	32.3
Eugene, Ore.	56.1
Eureka, Calif.	62.6
Evansville, Ind.	38.7
Fargo-Valley City, N.D.	34.0
Flint-Saginaw-Bay City, Mich.	30.9
Florence, S.C.	42.8
Fresno (Visalia), Calif.	17.3
Ft. Myers-Naples, Fla.	55.5
Ft. Smith, Ark.	52.4
Ft. Wayne, Ind.	26.6
Gainesville, Fla.	57.6
Glendive, Mont.	56.4
Grand Junction-Montrose, Colo.	60.9
Grand Rapids-Kalmzoo-B. Creek, Mich.	35.0
Great Falls, Mont.	44.3
Green Bay, Wis.	17.4
Greensboro-H. Point-W. Salem, N.C.	21.6
Greenville-N. Bern-Washntn, N.C.	28.7
Greenville-Spart.-Asheville, N.C.	21.0
Greenwood, Miss.	52.7
Hagerstown, Md.	56.8
Harlingen-Weslaco, Tex.	27.2
Harrisburg-Lncstr.-Leb.-York, Pa.	47.5
Harrisonburg, Va.	38.1
Hartford-New Haven, Conn.	43.5
Hattiesburg-Laurel, Miss.	32.5
Honolulu	45.3
Houston	14.2
Huntsville-Decatur-Florence, Ala.	41.2
Idaho Falls-Pocatello	35.9
Indianapolis-Lafayette	23.9
Jackson, Miss.	36.2
Jackson, Tenn.	46.3
Jacksonville, Fla.	29.1
Johnstown-Altoona, Pa.	68.1
Jonesboro, Ark.	47.5
Joplin, Mo.-Pittsburg, Kan.	36.5
Kansas City, Mo.	26.4
Knoxville, Tenn.	29.2
La Crosse-Eau Claire, Wis.	40.7
Lafayette, La.	34.8
Lake Charles, La.	45.2
Lansing, Mich.	41.0
Laredo, Tex.	73.5
Las Vegas	2.9
Lexington, Ky.	30.3
Lima, Ohio	67.1
Lincoln-Hastings-Kearney, Neb.	34.7
Little Rock-Pine Bluff, Ark.	20.6
Los Angeles-Palm Springs	18.7
Louisville, Ky.	17.0
Lubbock, Tex.	40.2
Macon, Ga.	52.7
Madison, Wis.	30.2
Mankato, Minn.	46.7
Marquette, Mich.	67.1
Mason City, Iowa-Austin-Rochester, Minn.	30.3
Medford-Klamath Falls, Ore.	51.1
Memphis	18.0
Meridian, Miss.	34.2
Miami-Ft. Lauderdale	15.0
Milwaukee	11.3
Minneapolis-St. Paul	6.6
Minot-Bismarck-Dickinson, N.D.	38.6
Missoula, Mont.	44.7
Mobile-Pensacola, Fla.	33.1
Monroe, La.-El Dorado, Ark.	29.9
Monterey-Salinas, Calif.	65.9
Montgomery, Ala.	38.3
Nashville-Bowling Green	16.4
New Orleans	18.6
New York	21.3
Norfolk-Portsmth-Newpt. Nws., Va.	24.2
North Platte-Hayes-McCook, Neb.	34.8
Odessa-Midland-Monahans, Tex.	65.4
Oklahoma City	30.0
Omaha	12.1
Orlando-Daytona Beach, Fla.	39.8
Ottumwa, Iowa-Kirksville, Mo.	47.2
Paducah, Ky.-C. Girardeau, Mo.-Harrbg, Ill.	33.8
Panama City, Fla.	35.5
Parkersburg, W. Va.	75.4
Peoria, Ill.	40.1
Philadelphia	26.1
Phoenix-Flagstaff	11.8
Pittsburgh	43.9
Portland-Bend, Ore.	20.0
Portland-Poland Spring, Me.	36.6
Presque Isle, Me.	50.0
Providence, R.I.-New Bedford, Mass.	13.4
Quincy, Ill.-Hannibal, Mo.-Koekuk, Iowa	35.2
Raleigh-Durham, N.C.	27.6
Rapid City, S.D.	46.3
Reno	49.1
Rhinelander, Wis.	23.4

Market	% penetration
Richmond-Petrsbrg-Charlotsvl, Va.	18.6
Roanoke-Lynchburg, Va.	34.5
Rochester, N.Y.	21.9
Rockford, Ill.	45.5
Roswell, N.M.	64.8
Sacramento-Stockton, Calif.	23.8
Salisbury, Md.	56.9
Salt Lake City	14.1
San Angelo, Tex.	68.2
San Antonio, Tex.	24.1
San Diego	53.3
San Francisco-Oakland	40.5
Santa Barbra-SanMar-San Luis Obispo, Calif.	82.5
Savannah, Ga.	33.0
Seattle-Tacoma, Wash.	31.9
Shreveport, La.	35.4
Sioux City, Iowa	18.7
Sioux Falls-Mitchell, S.D.	29.9
South Bend-Elkhart, Ind.	21.5
Spokane	38.3
Springfield, Mo.	14.2
Springfield-Holyoke, Mass.	36.3
St. Joseph, Mo.	45.4
St. Louis	6.1
Syracuse-Elmira, N.Y.	54.7
Tallahassee, Fla.-Thomasville,Ga.	39.2
Tampa-St. Petrsbrg-Sarasota, Fla.	19.5
Terre Haute, Ind.	30.3
Toledo, Ohio	37.5
Topeka, Kan.	40.0
Traverse City-Cadillac, Mich.	29.3
Tucson-Nogales, Ariz.	15.3
Tulsa, Okla.	37.5
Twin Falls, Idaho	56.8
Tyler, Tex.	53.3
Utica, N.Y.	61.1
Waco-Temple, Tex.	54.5
Washington	8.0
Watertown, N.Y.	48.4
Wausau, Wis.	20.0
West Palm Beach-Ft. Pierce, Fla.	48.0
Wheeling, W. Va.-Steubenville, Ohio	60.2
Wichita Falls, Tex.-Lawton, Okla.	46.7
Wichita-Hutchinson, Kan.	36.7
Wilkes Barre-Scranton, Pa.	62.1
Wilmington, N.C.	36.8
Yakima, Wash.	42.7
Youngstown, Ohio	27.5
Yuma, Ariz.-El Centro, Calif.	66.4
Zanesville, Ohio	61.4

Nielsen

Abilene-Sweetwater, Tex.	57
Albany, Ga.	37
Albany-Schenectady-Troy, N.Y.	41
Albuquerque, N.M.	19
Alexandria, La.	40
Alexandria, Minn.	28
Alpena, Mich.	52
Amarillo, Tex.	50
Anchorage	5
Anniston, Ala.	55
Ardmore-Ada, Okla.	37
Atlanta	14
Augusta, Ga.	22
Austin, Tex.	34
Bakersfield, Calif.	58
Baltimore	5
Bangor, Me.	20
Baton Rouge, La.	28
Beaumont-Port Arthur, Tex.	22
Bend, Ore.	49
Billings-Hardin, Mont.	36
Biloxi-Gulfport-Pascagoula, Miss.	50
Binghamton, N.Y.	56
Birmingham, Ala.	21
Bluefield-Beckley-Oak Hill, W. Va.	59
Boise, Idaho	12
Boston	15
Bowling Green, Ky.	5
Bristol, Va.-Kingsport-Johnson City, Tenn.	30
Buffalo, N.Y.	33
Burlington, Vt.-Plattsburgh, N.Y.	37
Casper-Riverton, Wyo.	64
Cedar Rapids-Waterloo, Iowa	8
Charleston, S.C.	16
Charleston-Huntington, W. Va.	45
Charlotte, N.C.	12
Charlottesville, Va.	46
Chattanooga, Tenn.	20
Cheyenne, Wyo.	54
Chicago	4
Chico-Redding, Calif.	45
Cincinnati	10
Clarksburg-Weston, W. Va.	51
Cleveland	17
Colorado Springs-Pueblo	20
Columbia, S.C.	24
Columbia-Jefferson City, Mo.	30
Columbus, Ga.	33
Columbus, Ohio	30
Columbus-Tupelo, Miss.	43
Corpus Christi, Tex.	21
Dallas-Ft. Worth	10
Davenport, Iowa-Rock Island-Moline, Ill.	31
Dayton, Ohio	27
Denver	9
Des Moines, Iowa	26
Detroit	3
Dothan, Ala.	34
Dubuque, Iowa	63
Duluth, Minn.-Superior, Wis.	24
El Centro-Yuma, Calif.	59
El Paso, Tex.	34
Elmira, N.Y.	66
Erie, Pa.	23
Eugene, Ore.	52
Eureka, Calif.	53
Evansville, Ind.	34
Fargo, N.D.	32
Farmington, N.M.	43
Flagstaff, Ariz.	60
Flint-Saginaw-Bay City, Mich.	26
Florence, S.C.	34
Fresno, Calif.	14
Ft. Myers-Naples, Fla.	55
Ft. Smith, Ark.	47
Ft. Wayne, Ind.	31
Gainesville, Fla.	53
Grand Junction, Colo.	42
Grand Rapids-Kalamazoo-Battle Creek, Mich.	30
Great Falls, Mont.	42
Green Bay, Wis.	16
Greensboro-W. Salem-H. Point, N.C.	18
Greenville-N. Bern-Washington, N.C.	12
Greenville-Spartanburg, S.C.-Asheville, N.C.	19
Hartford-New Haven, Conn.	35
Harrisburg-York-Lncstr-Leb., Pa.	40
Harrisonburg, Va.	29
Helena, Mont.	50
Houston	10
Huntsville-Decatur-Florence, Ala.	34
Idaho Falls-Pocatello	34
Indianapolis	19
Jackson, Miss.	25
Jackson, Tenn.	40
Jacksonville, Fla.	22
Johnstown-Altoona, Pa.	62
Jonesboro, Ark.	39
Joplin, Mo.-Pittsburg, Kan.	31
Kansas City, Mo.	20
Knoxville, Tenn.	23
La Crosse-Eau Claire, Wis.	39
Lafayette, Ind.	64
Lafayette, La.	30
Lake Charles, La.	39
Lansing, Mich.	32
Laredo, Tex.	63
Las Vegas	1
Laurel-Hattiesburg, Miss.	28
Lexington, Ky.	22
Lima, Ohio	67
Lincoln-Hastings-Kearney, Neb.	30
Little Rock, Ark.	16
Los Angeles	12
Louisville, Ky.	16
Lubbock, Tex.	33
Macon, Ga.	43
Madison, Wis.	20
Mankato, Minn.	53
Marquette, Mich.	62
McAllen-Brownsville, Tex.	23
Medford, Ore.	46
Memphis	14
Meridian, Miss.	30
Miami	11
Miles City-Glendive, Mont.	62
Milwaukee	7
Minneapolis-St. Paul	6
Minot-Bismarck-Dickinson, N.D.	31
Missoula-Butte, Mont.	39
Mobile, Ala.-Pensacola, Fla.	27
Monroe, La.-El Dorado, Ark.	24
Montgomery, Ala.	32
Nashville	14
New Orleans	15
New York	17
Norfolk-Prtsmth-Nwprt Nws-Hmptn, Va.	18
North Platte, Neb.	31
Odessa-Midland, Tex.	58
Oklahoma City	23
Omaha	7
Orlando-Daytona Beach, Fla.	33
Ottumwa, Iowa-Kirksville, Mo.	33
Paducah, Ky.-C. Grardeau, Mo.-Hrrsbrg, Ill.	30
Palm Springs, Calif.	99
Panama City, Fla.	24
Parkersburg, W. Va.	72
Peoria, Ill.	38
Philadelphia	22
Phoenix	7
Pittsburgh	39
Portland, Ore.	17
Portland-Poland Springs, Me.	38

Market	*% penetration*
Presque Isle, Me.	47
Providence, R.I.-New Bedford, Mass.	11
Quincy, Ill.-Hannibal, Mo.	29
Raleigh-Durham, N.C.	22
Rapid City, S.D.	37
Reno	34
Richmond, Va.	13
Roanoke-Lynchburg, Va.	29
Rochester, N.Y.	20
Rochester-Austin, Minn.-Mason City, Iowa	31
Rockford, Ill.	37
Roswell, N.M.	64
Sacramento-Stockton, Calif.	19
Salinas-Monterey, Calif.	59
Salisbury, Md.	50
Salt Lake City	12
San Angelo, Tex.	56
San Antonio, Tex.	13
San Diego	45
San Francisco	45
Santa Brbra-Santa Maria-San Luis Obispo, Calif.	67
Savannah, Ga.	30
Seattle-Tacoma, Wash.	28
Selma, Ala.	41
Shreveport, La.-Texarkana, Tex.	30
Sioux City, Iowa	23
Sioux Falls-Mitchell, S.D.	26
South Bend-Elkhart, Ind.	22
Spokane, Wash.	35
Springfield, Mass.	29
Springfield, Mo.	13
Springfield-Decatur-Champaign, Ill.	38
St. Joseph, Mo.	47
St. Louis	6
Syracuse, N.Y.	40
Tallahassee, Fla.	34
Tampa-St. Petersburg, Fla.	16
Terre Haute, Ind.	30
Toledo, Ohio	32
Topeka, Kan.	46
Traverse City-Cadillac, Mich.	25
Tucson, Ariz.	14
Tulsa, Okla.	30
Tuscaloosa, Ala.	40
Twin Falls, Idaho.	46
Tyler, Tex.	47
Utica, N.Y.	55
Victoria, Tex.	70
Waco-Temple, Tex.	56
Washington	10
Watertown-Carthage, N.Y.	45
Wausau-Rhinelander, Wis.	17
West Palm Beach, Fla.	44
Wheeling, W. Va.-Steubenville, Ohio	53
Wichita Falls, Tex.-Lawton, Okla.	39
Wichita-Hutchinson, Kan.	34
Wilkes Barre-Scranton, Pa.	54
Wilmington, Del.	31
Yakima, Wash.	45
Youngstown, Ohio	19
Zanesville, Ohio	58

Changing Hands

PROPOSED

WEFM(FM) Chicago □ Sold by GCC Communications Inc. to First Media Corp. for $9.2 million. **Seller** is owned by General Cinema Corp., Boston-based publicly traded corporation. Richard A. Smith is chairman and president and 3.3% owner. General Cinema also owns WCIX-TV Miami and 80% of WSNY(AM)-WHUE(FM) Boston. It has also sold, subject to FCC approval, WIFI(FM) Philadelphia (see below). Alexander M. Tanger, president of GCC Communications, owns remaining 20% of Boston stations. **Buyer** is owned by Richard E. Marriott (chairman) and family. He is vice president of Marriott Corp., publicly held worldwide hotel and restaurant chain. Marriotts also own WPGC-AM-FM Morningside, Md. (Washington); KAYK-AM-FM Provo, Utah; KOPA-AM-FM Scottsdale, Ariz.; KFMK-FM Houston and WZGC(AM), Atlanta. They have also purchased, subject to FCC approval, KBLE-FM Seattle (BROADCASTING, Sept. 1, 1980). WEFM is on 99.5 mhz with 6 kw (CP: 9.7 kw) and antenna 1,170 feet above average terrain.

Florida	Profitable east coast AM/FM with real estate on terms.	$1,250,000
Montana	Fulltime AM in booming energy area.	$700,000
Virginia	Small-market AM/FM... underdeveloped.	$250,000
Washington	Underdeveloped fulltime AM... needs owner/operation... low down payment.	$140,000
California	AM/FM in fast-growing area with great potential...cash required.	$850,000

Call or write for details.

BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. 20036
1111 19th Street, N.W.
(202) 331-9270

CHICAGO, 60601
333 N. Michigan Ave.
(312) 346-6460

ATLANTA, 30361
400 Colony Square
(404) 892-4655

BEVERLY HILLS, 90212
9465 Wilshire Blvd.
(213) 274-8151

8/10/81

WIFI(FM) Philadelphia □ Sold by GCC Communications Inc. to Broadcast Enterprises National Inc. for $6.8 million. **Seller** has also sold WEFM(FM) Chicago (see above). **Buyer** is Philadelphia-based group owner of five AM's, two FM's and one TV owned principally by Ragan Henry. It recently acquired WJAS(AM) [formerly WKTQ] Pittsburgh (BROADCASTING, April 13) and has purchased, subject to FCC approval, WTLC(FM) Indianapolis (BROADCASTING, March 30). WIFI is on 92.5 mhz with 50 kw and antenna 500 feet above average terrain.

WRNL(AM)-WRXL(FM) Richmond, Va. □ Sold by Rust Communications Group Inc. to Capitol Broadcasting Co. Inc. for $4 million. **Seller** is Leesburg, Va.-based group owner of six AM's and six FM's owned by William F. Rust and family. **Buyer** is owned by James F. Goodmon (48.87%), brother, Ray (20.27%), estate of A.J. Fletcher (21.28%) and 10 others. James Goodmon is president and chief executive officer of Capitol. Ray Goodmon, is Raleigh, N.C. attorney. They also own WRAL-FM-TV Raleigh; WHTN(AM)-WKEE(FM) Huntington, W. Va., and KMAC(AM)-KISS(FM) San Antonio, Tex. In addition, they own North Carolina News Network and Tobacco Network which collectively serve more than 300 radio stations in Southeast. Capitol also owns radio representative firm in Raleigh, TN Spot Sales. WRNL is on 910 khz with 5 kw full time. WRXL is on 102.1 mhz with 140 kw and antenna 320 feet above average terrain. *Broker: Blackburn & Co.*

KWUN(AM) Concord, Calif. □ Sold by Contra Costa Radio Inc. to Burgundy Broadcasting Corp. for $1 million. **Seller** is company's feature film activities have had the effect of reducing the company's overall profitability." The preliminary prospectus states that most of Lorimar's theatrical releases "have produced revenues which have fallen short of the company's expectations."

The company has invested about $98 million in features since it entered the field in 1977. Lorimar has reportedly written off about 10% of that investment, but expects to recover a significant amount of unamortized costs from future film releases and sales to new pay TV and home video markets.

"The company has recently reduced significantly its feature film production while it reviews the economics of such operations," according to the prospectus. Lorimar's budget for feature production is expected to shrink from $50 million for fiscal 1980 to $28 million in 1981 and only $11 million in 1982. The executive post for feature film production has remained unfilled since earlier this summer.

For the first nine months of fiscal 1981, Lorimar reported a profit of $6 million on revenues of $98.6 million. This is down only slightly from the whole fiscal year ending July 26, 1980, when the company reported a $6.9 million profit on $99.1 million in income. (Although the company's fiscal 1981 ended with the end of July, fourth-quarter results were not ready for the SEC filing.)

Most of Lorimar's profits are believed to be derived from such successful television series as *The Waltons, Dallas, Knots Landing* and *Eight Is Enough*. Lee Rich, the Lorimar president who with his wife owns 50% of the company's 4 million common shares, is generally regarded in Hollywood as one of the best appraisers of the television program marketplace.

The prospectus discloses that the cost of Lorimar's 16 features has ranged from $1 million to $17 million. One of five films scheduled for release during the next year is currently running $4 million over budget. Overall, Lorimar successes such as "Being There" (which earned an Oscar for the late Melvyn Douglas) have been outweighed by failures, including "Avalanche Express," "Carny" and "Twilight's Last Gleaming." In contrast, 15 out of 19 pilots produced by the company have become prime-time TV series.

The prospectus lists Merv Adelson, Lorimar's chairman, and his former wife as owning one-third of Lorimar's common stock. Irwin Molasky, a vice president, retains another 16.66% of the shares. The prospectus indicates that each of the three executives will receive $650,000 in salary during fiscal 1982.

Under terms of its first public offering, Lorimar plans to sell 30,000 "units," each of which will be composed of $1,000 face amount of 10-year sinking fund notes, 20 shares of common stock, and 20 10-year warrants to buy shares. Offering will be used to repay debt. According to published reports, Lorimar has borrowed about $100 million at up to two points above prime interest rates in order to finance its feature film productions. It is also reported that the company has recently set up a $125 million line of credit, to be applied to unspecified projects.

Ratings Roundup

Even with five specials covering the wedding of Britain's Prince Charles and Lady Diana Spencer, prime-time ratings for the week ended Aug. 2 were as lackluster as usual for midsummer.

CBS-TV took its typical first place, with a 14.5 rating and 28 share. ABC-TV was second with a 13.6/26. And NBC-TV trailed with a 12.2/23.

Of the week's 63 programs, 11 were originals including the royal wedding news specials. ABC's *20/20* newsmagazine topped the first-run list with an 18.9/35 (the second-highest rating of the week overall, after a repeat of CBS's *The Jeffersons [19.7/33]).*

None of the wedding specials made it to the top 10. ABC's *Royal Wedding Preview* scored the best among them, with a 13th place 17.5/32 (Broadcasting, Aug. 3). NBC's preview earned a 28th place with a 14.0/26.

On Wednesday, the wedding day, all three networks had specials in prime time—but at different hours. CBS, at 8 p.m., earned a 16.5/30 (17th place). ABC at 9 p.m. came up with a 12.7/22 (40th). NBC at 10 p.m. scored a 14.7/24 (24th).

Of the remaining five originals, all performed poorly. NBC had four of them: A *California Gold Rush* movie (11.1/21), *Disney's Follow Me Boys* (10.4/23), a *Pals* special (9.2/20) and a *Robert Klein* special (7.7/16). CBS's *Walter Cronkite's Universe* also was a low scorer with a 10.1/19.

During the week, CBS won Monday, Wednesday, Saturday and Sunday. ABC took Tuesday, Thursday and Friday. NBC was left without a winning night.

The first 20

1.	*The Jeffersons*	CBS	19.7/33
2.	*20/20*	ABC	18.9/35
3.	*Hart to Hart*	ABC	18.7/35
4.	*60 Minutes*	CBS	18.6/41
5.	*Three's Company*	ABC	18.4/32
6.	*Trapper John, M.D.*	CBS	18.3/33
7.	*Facts of Life*	NBC	18.3/31
8.	*M*A*S*H*	CBS	18.2/32
9.	*It's A Living*	ABC	18.2/31
10.	*Diff'rent Strokes*	NBC	18.0/31
11.	*Alice*	CBS	17.8/31
12.	*Lou Grant*	CBS	17.7/32
13.	*Royal Wedding* (special)	ABC	17.5/32
14.	*House Calls*	CBS	17.0/29
15.	*St. Ives* (movie)	NBC	16.8/30
16.	*Taxi*	ABC	16.8/30
17.	*Royal Wedding* (special)	CBS	16.5/30
18.	*Champions: A Love Story* (movie)	CBS	16.3/28
19.	*Dukes of Hazzard*	CBS	16.0/33
20.	*CHiPs*	NBC	15.5/30

The Final Five

59.	*Eight is Enough*	ABC	8.4/20
60.	*BJ and the Bear*	NBC	7.9/17
61.	*Games People Play*	NBC	7.7/17
62.	*Robert Klein* (special)	NBC	7.7/16
63.	*Those Amazing Animals*	ABC	6.1/13

Services

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass 02138
Phone (617) 876-2810

DOWNTOWN COPY CENTER
FCC Commercial Contractor
AM-FM-TV & NRBA lists—tariff
updates-search services-mailing
lists, C.B., Amateur, etc.
1114 21st St., N.W.,
Wash., D.C. 20037 202 452-1422

AERONAUTICAL CONSULTANTS
Tower Location/Height Studies
FAA Negotiations
JOHN CHEVALIER, JR.
AVIATION SYSTEMS
ASSOCIATES, INC.
1650 So Pacific Coast Hwy
Redondo Beach, CA 90277
(213) 378 2281

dataworld inc
AM • FM • TV
Translators/Low Power TV
Allocation Studies/Directories
1302 18th St., N.W., Suite 502
Washington, D.C. 20036
(202) 296-4790

SWAGER TOWER CORPORATION
AM/FM/TV/CATV/MICROWAVE
Specialize in Turnkey
Installations Worldwide
30 Yrs Family Owned & Operated
PO Box 656
Fremont, IN 46737
219-495-5165 or
Tlx 23-2666/Swager Frmn

SOUTHERN
BROADCAST SERVICES
COMPLETE TURNKEY SYSTEMS
STUDIOS, TRANSMITTERS,
TOWERS, ANTENNAS
Full Rigging & Erection Services
Custom Electronics Design & Installation
PO Box 740, Alabaster, Al 35007
(205) 663-3709

System • Softwear
for
TRS 80—Mod II
Logs—Billings—Accounts Receivables
plus much more
RADIO COMPUTERIZED
PROGRAM SYSTEM
P.O. Box 1277, Tacoma, WA. 98401
Phone: 206—927-1360

terests. Buyer is owned by Donald N. Painter (100%), who is vice president of KWRM(AM) Corona and KQLH(FM) San Bernardino, both California, but has no ownership interests. Action July 16.

■ KRLC(AM) Lewiston, Idaho (AM: 1350 khz, 5 kw-D, 1 kw-N)—Granted assignment of license from KRLC Inc. to Ida-Vend Co. for $480,000. Seller: Douglas A. Mackelvie (99.99%) and wife, Betty J. (.01%). Buyer: Robert W. Prasil family (100%), who are Lewiston, Idaho, soft drink manufacturers and have no other broadcast interests. Action July 16.

■ WJVA(AM) South Bend, Ind. (AM: 1580 khz, 1 kw-D)—Granted assignment of license from Mid-America Broadcasting Inc. to Maramar Broadcasting Inc. for $275,000 (BROADCASTING, May 11). Seller: Ralph Gregory (51%) and Charles Hayes (49%), who own WMMQ(FM) Charlotte, Mich. Gregory also owns WYRQ(FM) LIttle Falls, Minn. Buyer: Jose Berrocal (50.6%), Jason Meyer (14.5%) and nine others. Berrocal is Yale Law School student. Meyer is student at Princeton University. Nine of 11 stockholders are former members of managing board of WPRB(FM) Princeton, N.J., student-run commercial station. Action July 31.

■ WBGR-AM-FM Paris, Ky. (AM: 1440 khz, 1 kw-D; FM: 96.7 mhz, 3 kw, ant. 198 ft.)—Granted assignment of license from WBGR Broadcasting Co. of Kentucky for $275,000 (BROADCASTING, April 13). Seller: William J. Brown and wife, Mary Ann (50% each), who have no other broadcast interests. Buyer: Fairfield Broadcasting Co. (95%), Howard J. Karlin (3%), Albert J. Greenfield and Jeffrey Holmes (1% each). Fairfield Broadcasting Co. is owned by Stephen C. and Irene B. Trivers (70% jointly) and William T. Wertz (30%). Principals of Fairfield also own WQLR(FM) Kalamazoo and WEZ(FM) Fort Wayne, Ind. Action July 20.

■ WOKW(AM) Brockton, Mass. (AM: 1410 khz, 1 kw-D)—Granted assignment of license from WOKW Broadcasting Inc. to Bay Colony Broadcasting Inc. for $435,000. Seller: Sidney Sanft, who has no other broadcast interests. Buyer: Francis Greenburger and Edward F. Acton (42.5% each) and Dennis Holler (15%), all New York literary agents with no other broadcast interests. Action July 15.

■ WMAX(AM) Grand Rapids, Mich. (AM: 1480 khz, 5 kw-D)—Granted assignment of license from Great Lakes Broadcasting Corp. to Salem Media of Michigan Inc. for $475,000. Seller: James J. Gaskin and Daniel F. Follis (33.22% each); Gerald F. Fitzgerald, David R. Calhoun and Raymond W. Struthers (4.15% each), who have no other broadcast interests. Buyer: Stuart W. Epperson and Edward G. Atsinger III (45% each) and Dennis Worden (10%). Worden is general manager at KAKC(AM)-KCFO(FM) Tulsa,. Okla. Epperson owns 100% WKBA(AM) Vinton, Va., and 55% of KAKC(AM)-KCFO(FM) Tulsa. Atsinger owns 100% of KTED(FM) Fowler and KDAR(FM) Oxnard, both California, 20% of KARP(FM) Carpinteria, Calif.; 25% of KGBA(FM) Holtville, Calif. Together they own KMFM(FM) San Antonio, Tex., WEZE(AM) Boston and WNYM(AM) New York (formerly WEVD). Action July 21.

■ WYRQ(FM) Little Falls, Minn. (FM: 92.1 mhz, 3 kw, ant. 300 ft.)—Grented assignment of license from Little Falls Radio Inc. to Dakota Broadcasting Co. for $175,000. Seller: Ralph S. Gregory (100%), who owns 64% each of WMMQ(FM) Charlotte, Mich., and WJVA(AM) South Bend, Ind. Buyer: Terrence P. and John V. Montgomery, brothers (50% each). Terrence is vice president of St. Cloud State University, St. Cloud, Minn., and owns WQPM-AM-FM Princeton, Minn. John is manager at those stations. They hold CP for new AM at Glencoe, Minn. (BROADCASTING, May 4), and own KDWA(AM) Hastings, Minn. Action July 16.

■ KBIM-AM-FM Roswell, N.M. (AM: 910 khz, 5 kw-D, 500 w-N; FM: 94.9 mhz, 100 kw)—Granted assignment of license from Holsum Inc. to King Broadcasting Co. for $106,500 in stock exchange. Seller: Gene Reischman and family are principals. Buyer group has approximate 20% interest in seller group which also owns KBIM-TV Roswell. Since buyers will be retaining 11% interest in selling corporation, that stock will be put in trust and waiver of TV-radio crossownership rules is being sought. Buyer: Betty King and family. King is district office manager for Senator Harrison Schmitt (R-N.M.). Action July 30.

■ WCHN-AM-FM Norwich, N.Y. (AM: 970 khz, 1 kw-D; FM: 93.9 mhz, ant. 250 ft.)—Granted assignment of license from Radio Norwich Inc. to Cooney Communications Corp. for $310,000. Seller: Scott G. Rigby (51.5%), William J. Hall (39.4%) and 14 others, who have no other broadcast interests. Buyer: Matthew T. Cooney Jr. (100%), public affairs manager for the duPont Co., Wilmington, Del., and former deputy director of communications for U.S. Department of Commerce, has no other broadcast interests. Action July 16.

■ KDDR(AM) Oakes, N.D. (AM: 1220 khz, 1 kw-D)—Granted assignment of license from Frontier Broadcasting Corp. to Kingsley H. Murphy Jr. for $174,000. Seller: Robert A. Norlund and Timothy A. Branson (50% each), who also own 15% each of new FM applicant for Fergus Falls, Minn. Buyer: Kingsley H. Murphy Jr. (100%), who owns 100% WISS-AM-FM Berlin, Wis., 100% of KCHK(AM) New Pragul, Minn., 50% of WHHL(AM) Pin Castle-Sky Lake, Fla., and 4.22% of Minneapolis Star & Tribune Co., licensee of two TV's and one cable system. Action July 14.

■ WOXY(FM) Oxford, Ohio (FM: 97.7 mhz, 3 kw, ant. 255 ft.)—Granted assignment of license from Stone Broadcasting Inc. to Balogh Broadcasting Inc. for $375,000. Seller: Glenn D. Stone and wife, Doris M. (18.8% jointly), their son and daughter-in-law, Richard D. Stone and wife, Barbara E. (64.8%), and Barbara Stone's parents, Raymond H. Dick and wife, Gertrude (11.8% jointly), who have no other broadcast interests. Buyer: Douglas G. Bologh and wife, Linda Lee (50% each). Douglas Balogh is station representative and consultant. Linda is advertising executive, both Chicago-based, who have no other broadcast interests. Action July 20.

■ KLOR-FM Ponca City, Okla. (FM: 99.3 mhz, 3 kw, ant. 145 ft.)—Granted assignment of license from Indian Nation Broadcasters Inc. to Pioneer Communications Inc. for settlement. Seller: Don M. Kelly, president and 100% owner of Indian Nation Broadcasters required by divorce degree to divide property with former wife, Mary J. Kelly, 100% owner of Pioneer Communications. Property settlement provided that Mary J. Kelly would receive assets and license of KLOR-FM with FCC approval. Don Kelly owns KUSH(AM) Cushing and KLTR(AM) Blackwell, both Oklahoma. Mary Kelly has no other broadcast interests. Action July 21.

Summary of broadcasting

FCC tabulations as of June 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,615	3	1	4,619	121	4,740
Commercial FM	3,322	2	0	3,324	170	3,494
Educational FM	1,105	0	1	1,106	66	1,172
Total Radio	9,042	5	2	9,049	357	9,406
Commercial TV						
VHF	521	1	0	522	6	528
UHF	242	0	0	242	109	351
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,022	4	7	1,033	138	1,171
FM Translators	8	0	0	8	16	24
TV Translators						
UHF	2,616	0	0	2,616	220	2,836
VHF	1,410	0	0	1,410	480	1,890

*Special temporary authorization

**Includes off-air licenses

■ WCNR(AM) Bloomsburg, Pa. (AM: 930 khz, 1 kw-D)—Granted transfer of control of Columbia Montour Broadcasting Inc. from Estate of C.E. Darlington (100% before; none after) to Janice L. Darlington and others (none before; 100% after). Consideration: settlement. Principals: Transferor is owned by Janice L. Darlington (100%), who has no other broadcast interests. Transferee is owned by Janice L. Darlington (54%), son, Joseph L. (24%), daughter, Sara D. Hughes (10%), daughter-in-law, Sandra R. Darlington and son-in-law William B. Hughes (6% each). Janice L. Darlington has been 100% owner as administratrix since April, 1980. Transfer of station seeks to perfect settlement of estate of late C.E. Darlington. Action July 21.

■ WGXL(FM) Laurens, S.C. (FM: 100.5 mhz, 100 kw, ant. 760 ft.)—Granted assignment of license from Towers South Inc. to Keymarket Communications Inc. for $2,450,000. Seller: Monty DuPuy and Gene Phillips (50% each), who have no other broadcast interests. Buyer: Kerby Confer and Paul Rothfuss (45% each), and David Bernstein (10%). Confer and Rothfuss each own 35% of WKRT(AM)-WNOX(FM) Cortland, N.Y., and 25% each of KSSN-FM Little Rock, Ark., and with Bernstein sold, subject to FCC approval WHUM(AM) Reading, Pa. (BROADCASTING, March 13). FCC recently granted Confer and Rothfuss their sale of WLYC(AM)-WILQ(FM) Williamsport, Pa. (BROADCASTING, May 11). Action July 16.

■ KHLB-AM-FM Burnet, Tex. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 107.1 mhz, 3 kw, ant. 300 ft.)—Granted assignment of license from Highland Lakes Broadcasters to Hawkins Broadcasting Inc. for $300,000. Seller: William E. Hobbs (81%) and Bill M. Edgar (19%), who have no other broadcast interests. Buyer: Steve W. Hawkins and wife, Janette D. (45% each) and father, James W. Hawkins (10%). They own KULM-FM Columbia, Tex.; in addition, James Hawkins owns 56%, and Steve 2% of KFST(AM)-KPJH(FM) Fort Stockton, Texas. Action July 16.

Facilities Changes

AM applications

■ WKAO(AM) Boynton Beach, Fla.—Seeks CP to change hours of operation to U, by adding 1 kw-N; increase D power to 10 kw; install DA-2; change frequency from 1510 to 1040 khz; change TL to 8.5 miles west of Boynton Beach on Range Line Road, and make changes in ant. sys. Ann. July 27.

■ WLEM(AM) Emporium, Pa.—Seeks CP to increase power to 2.5 kw. Ann. July 29.

■ KAWS(AM) Hemphill, Tex.—Seeks CP to change hours of operation to U, by adding 250 w-N; change frequency from 1530 to 1240 khz, and make changes in ant. sys. Ann. July 29.

■ KVLL(AM) Woodville, Tex.—Seeks CP to change hours of operation to U by adding 250 w-N; increase D power to 1 kw; change frequency from 1220 to 1490 khz and make change in ant. sys. Ann. July 29.

■ KGY(AM) Olympia, Wash.—Seeks CP to change frequency from 1240 to 1030 khz and change N power to 500 w, and D power to 10 kw. Ann. July 27.

■ KXA(AM) Seattle—Seeks amendment to change power to 10 kw-N; change TL to south end race track, near Renton, Wash., and change to 1321 2nd Avenue, Seattle. Ann. July 29.

■ WBOO(AM) Baraboo, Wis.—Seeks CP to change hours of operation to U by adding 1 kw-N; increase D power to 5 kw; install DA-N, and make changes in ant. sys. Ann. July 29.

FM applications

■ KYUU(FM) San Francisco—Seeks CP to make changes in ant. sys.; change type trans.; change type ant. increase HAAT: 1,241 ft. (H&V); change SL and RC to 530 Bush Street, San Francisco, and change TPO. Ann. July 29.

■ KYUU(FM) San Francisco—Seeks CP to utilize former trans. and ant. (H&V) as aux. on main tower; to be operated on ERP: 45 kw (H&V) and HAAT: 1,178 ft. (H&V), and change TPO (for aux. purposes only). Ann. July 29.

■ WOSE(FM) Port Clinton, Ohio—Seeks CP to increase HAAT: 253 ft. (H&V); change type trans.; change type ant. (H&V), and change TPO. Ann. July 29.

Threat to PTAR
New news network

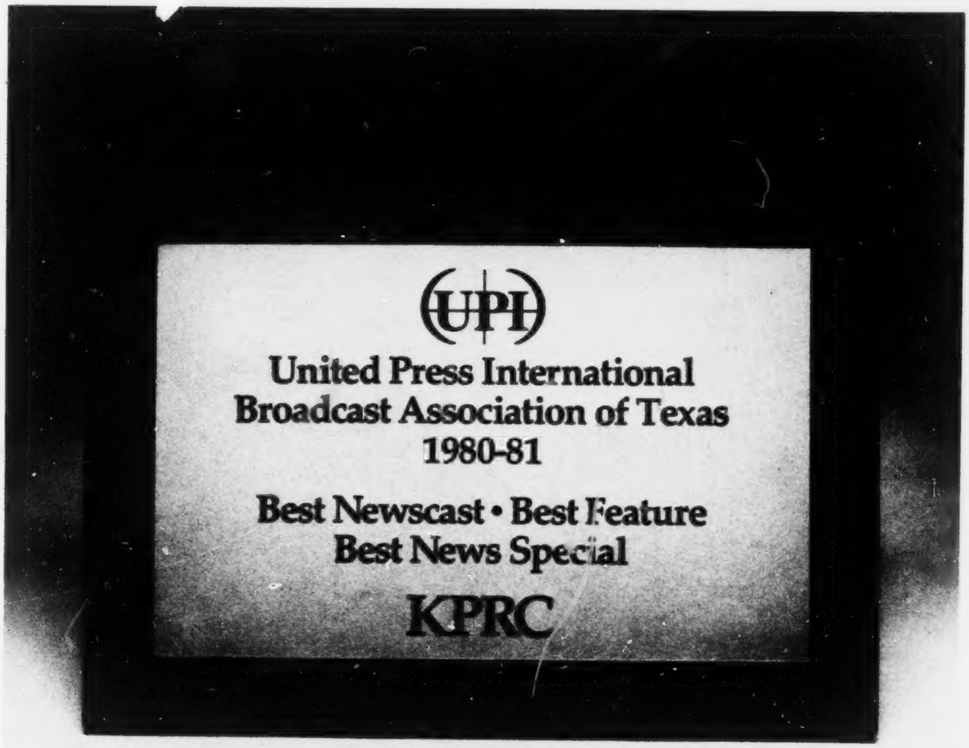
RADIO 1981

Satellite update
Dolan wins Boston

Broadcasting Aug 17

The News Magazine of the Fifth Estate ☐ Vol. 101 No. 7
50th Year ☐ 1981

8/25/81 C1750-1



(UPI)
United Press International
Broadcast Association of Texas
1980-81

Best Newscast • Best Feature
Best News Special

KPRC

Being Houston's number one news-talk station isn't just a lot of talk.

The word is out. The United Press International Broadcaster's Association of Texas just gave KPRC news-talk radio the top awards for Best Newscast, Best Feature, and Best News Special. When UPI says our news is tops, that's really something to talk about.

KPRC 95 Houston

Represented by CBS Radio Spot Sales.

20014SCHWAQ6681 PIA JUN/82
A C SCHWARZ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
WASHINGTON DC 20014

The First 50 Years Of Broadcasting
1974
☐
PAGE 109

BEST AVAILABLE COPY

Broadcasting Aug 17

The Week in Brief

TOP OF THE WEEK

JOINT CABLE NEWS VENTURE ☐ ABC and Westinghouse plan 24-hour satellite NewsChannels that will be advertiser-supported, but free to cable systems. **PAGE 27**

PTAR REPEAL ☐ NBC petitions FCC to drop prime-time access rule that mandates early-evening half-hour for nonnetwork programing. Other networks expected to follow suit. **PAGE 29.**

DOLAN PICKED ☐ Boston cable franchise goes to Long Island MSO that won points for willingness to experiment and to share profits with community. **PAGE 30.**

BOXSCORE IN SKY ☐ Fifty-four transponders on six satellites currently serve program distribution and production needs of cable and broadcasting in U.S. Here's rundown on who is using which, as well as look at what's in offing in satellite universe. **PAGE 32.**

MORE INPUT ON DBS ☐ There's little consensus in latest round of filings to help FCC develop its satellite stance prior to 1983 hemispheric conference. **PAGE 34.**

SPECIAL REPORT

RADIO: CHANGING WITH TIMES ☐ BROADCASTING's annual examination of medium finds increased viability and greater success in programing, sales, technology and over-all management. **PAGE 39.** Radio networking boom takes place in traditional and new-form connections, including impetus from satellites. **PAGE 42.** Those in know expect radio sales to eclipse $4-billion mark in 1981. **PAGE 50.** Progress report on never-ending search for successful radio formats; key words are networks, demographics and identity. **PAGE 56.** How radio syndicators stay flexible and expand program choice to meet market demand. **PAGE 64.** Contemporary continues to be most popular format, according to listings of top 10 radio stations in 50 leading markets. **PAGE 78.**

PROGRAMING

NCAA TURF INVADED ☐ College Football Association's TV contract with NBC poses threat to ABC-CBS agreement with NCAA. **PAGE 88.**

BUSINESS

READING TV NETWORKS' PALM ☐ Segal of Bates expects pay services and independents to cut deeply into network business in next decade, but believes network TV will be best basic buy for advertisers. **PAGE 94.**

MEDIA

THIS WEEK IN ATLANTA ☐ Sparkling new Eastern Cable Trade Show and Convention is on agenda of Southern Cable Television Association convention. **PAGE 100.**

LAW & REGULATION

FTC LENIENCY ASKED ☐ AAF, NAB and Telcom Productions say Federal Trade Commission's regulations on game-of-chance announcements are too complex for limited time of spots and hence discriminate against broadcast advertisers. **PAGE 104.**

1974

THE 'BROADCASTING' YEARS ☐ Richard Nixon was driven from the Presidency, bitter to the end against the media. Broadcasters lost in the Supreme Court on cable's copyright liability for imported distant signals. In the arm wrestling between the Justice Department and the networks, a federal judge dismissed antitrust proceedings against the networks, but Justice refiled in December. **PAGE 109.**

PROFILE

MEDIA MIXMASTER ☐ Herb Granath has been in forefront of ABC's forays into new technologies. As vice president in charge, ABC Video Enterprises, he sees added strength in ventures that augment parent corporation's media mix. **PAGE 133.**

Index to departments

Bottom Line 96
Business Briefly 10
Changing Hands 102
Closed Circuit 7
Datebook 14
Editorials 136
Fates & Fortunes 129
For the Record 113
Intermedia 100
Monday Memo 24
Monitor 92
Open Mike 22
Playback 91
Special Report 40
Stock Index 98

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ ABC Radio Network 57 ☐ ABC Owned TV Stations 20-21 ☐ American Petroleum Institute 115 ☐ Amoco 47 ☐ Arbitron 3 ☐ Associated Press 15 ☐ Beck-Ross Communications Inc. 18 ☐ Becker Communications 92 ☐ Blackburn & Co. 102 ☐ Blair Television 26 ☐ Broadcast Personnel 129 ☐ Broadcast Programing Inc. 82 ☐ CATEL Expo 101 ☐ CBS Radio 51-53 ☐ CBS Radio Spot Sales 65 ☐ Christian Science Monitor Radio News Service 48-49 ☐ Drake Chenault 61 ☐ Computer Concepts 87 ☐ Continental Electronics 83 ☐ R.C. Crisler & Co. 80 ☐ Eastman Radio 44-45 ☐ FM-100 55 ☐ Foundation for Christian Living 60 ☐ Sandy Frank Film Syndication 19 ☐ Gaylord Broadcasting 35 ☐ Harris 75 ☐ Ted Hepburn Co. 103 ☐ Home Theater Network 94 ☐ Bernard Howard 43 ☐ Hyatt Hotels 54 ☐ INA Financial 81 ☐ ITC Entertainment Inc. 13 ☐ Infocom Broadcast Services 62, 74 ☐ International Tapetronics 90 ☐ KPBI-FM 89 ☐ 89 ☐ KPRC Front Cover ☐ Katz Radio 39 ☐ Lotus Reps 85 ☐ Robert O. Mahlman Inc. 104 ☐ McMartin 63 ☐ Media People 131 ☐ Metromedia Producers Corp. 6 ☐ Metromedia Radio 59 ☐ Modern Satellite 97 ☐ Mutual Broadcasting System 79 ☐ NEC Inside Back Cover ☐ Palmer Company 108 ☐ Penta Communications 96 ☐ Phillips & Co. 78 ☐ RAB 77 ☐ RKO Radio Network 67-72 ☐ Research Group 4 ☐ Sacred Heart Program 64 ☐ Satellite Communications Network 93 ☐ Sherwood, Hennes & Assocs. 132 ☐ State Farm Insurance 91 ☐ Joe Sullivan & Associates 58 ☐ TM Programing 12 ☐ William B. Tanner 130 ☐ Telepictures 23 ☐ Thermus Inc. 105 ☐ Torbet Radio 25 ☐ 20th Century-Fox TV 16-17 ☐ USA Network 95 ☐ United Press International 8-9 ☐ Utility Tower 84 ☐ Viacom 11 ☐ WNBC-TV Inside Front Cover ☐ WTBS-TV 37-38, 99 ☐ Wall Street Journal 41 ☐ Ward Beck Back Cover ☐ Westwood One 10 ☐ World Wide Bingo 82 ☐ Youngs, Walker & Co. 88 ☐

TRANSPONDER BOXSCORE

Keeping up with the satellite universe

There's growing reason for broadcasters and cablecasters to look heavenward as the demand for programing creates a growing supply of transponders

Fifty-four transponders on six satellites are now serving the program distribution and production needs of the country's cable and broadcasting industries.

Video, audio and various text services destined for distribution to the home by wire or the airwaves are being transmitted on RCA Americom's Satcom I and Satcom II; Western Union's Westar I, Westar II and Westar III, and AT&T's Comstar I/II.

Comstar I/II will soon revert to carrying telephone messages and data traffic, but the number of transponders serving broadcasting and cable will soar in the years ahead with the launch of additional satellites by Western Union, RCA, Hughes Communications and Southern Pacific Communications. Satellite Business Systems also will make six transponders available for cable and broadcast services on its three SBS satellites.

The primary users of the domestic satellites are cable programers. Counting Landmark Communications' Weather Channel and Hearst-ABC's Beta Channel, due for introduction early next year, and TeleMine's PET Network and a few new audio and text services, scheduled for fall launches, there are 47 cable programing services on the satellites. Thirty-seven are full-fledged video services, ranging from the three hours each Friday night of Black Entertainment Television to the 24-hour-a-day programing of Cable News Network, The Movie Channel, Cinemax and Showtime. In addition, there are four audio services, five teletext services and one slow-scan video service.

The bulk of the cable programing—39 services—is found on the satellite that started it all, Satcom I, the so-called Cable Net One. Twenty-one of that satellite's 24 transponders carry cable programing and of the remaining three, two are out of order and the other is held by Wold Communications which subleases time to broadcasters and programers on an ad hoc or occasional use basis. The rest of the cable programing is on Comstar I/II, Westar III and Westar I.

Comstar I/II is a "cable satellite" slapped together by RCA Americom with transponders leased from AT&T to accommodate customers displaced by the loss of Satcom III in December 1979. Although 11 transponders were originally assigned to cable programers, the satellite never flowered into Cable Net Two as RCA marketers had hoped. Today there are only six services being offered on the bird and two of them duplicate Satcom I transmissions. The satellite transponder assignments of Wold Communications/Warner Amex Satellite Entertainment Co. and Times Mirror Satellite Programing/United Video were moved at the end of July from Comstar I/II to transponders 15 and 19, respectively, of Satcom I. The rest of the satellite transponders were simply not put to use.

If Satcom I and Comstar I/II are the cable satellites, Westar I and Westar III are the broadcasting satellites. Westar III has four occasional-use transponders. Two of the satellite's transponders are subdivided into single-channel per carrier (SCPC) audio or data channels and 12 of them are used by radio networks. ABC, CBS and CNN have their own transponders on the bird for remote feeds and Intelsat uses one for intra-Mexico and Mexico-U.S. transmissions. Southern Satellite Systems, SIN Inc. and Home Theater Network are the satellite's cable programers.

Westar I has the same mixture of users as its sister satellite, Westar III. Its two SCPC transponders are shared by eight radio networks. All of one and parts of two others are available for occasional use. The only STV programer on the satellites uses one for program distribution and the PET Network will deliver its adult programing fare to cable systems beginning this fall on another. The Public Broadcasting Service is the single biggest user of the satellite; four transponders distribute PBS programing to member stations.

There are two other satellites serving the industries—Satcom II and Westar II—but their contribution is minimal. NBC-TV uses one transponder on Satcom II for remotes and Alascom Inc. transmits network programing to stations in Alaska on another. Western Union makes one transponder available on Westar II for occasional television use.

The satellite environment will change radically within the next several months. Next October, Satcom III-R will be launched and when the satellite becomes operational, probably around the end of the year, the 22 RCA customers now on Satcom I will move to it. One of Home Box Office's two assignments on Comstar I/II will also be added to the lineup. RCA now plans to leave the 24th spot on III-R open for occasional use.

Shortly after the Satcom III-R launch, RCA will send up Satcom IV. When it becomes operational, the remaining Comstar I/II programers will be shifted to it. RCA hopes to fill the rest of the Satcom IV transponders with cable programers, but has been unable to assign customers to the satellite because it hasn't come up with a transponder assignment plan acceptable to the FCC.

AT&T will be getting directly involved in the satellite television business in 1982. It has promised satellite service to ABC, CBS, NBC, Wold Communications and National Entertainment Television. NBC may be assigned a slot on Comstar I/II as early as next October, if AT&T's tariff doesn't bog down at the FCC, but NBC will eventually join the other four charter customers on Comstar IV in March 1982, shortly after its launch.

Also due for launch in the first quarter of 1982 is Western Union's Westar IV. The Corporation for Public Broadcasting has an agreement to lease as many as four transponders, and five other spots will be used by Westinghouse Broadcasting and ABC Video Enterprises for The Satellite NewsChannels (see story, page 27).

Many transponders on Westar V, scheduled for launch in the fourth quarter of 1982, have already been sold to Dow Jones, Citicorp, Equatorial Communications, TeleMine and Westinghouse. Westinghouse has also leased an undetermined number of transponders.

Hughes Communications has been trying since early this year to sell 18 of 24 transponders on its Galaxy I, scheduled to fly in the fall of 1983, to select cable programers. Time Inc. announced last May that it had signed up for six transponders and Hughes now says that it is close to making deals for 10 of the other 12 it has available.

Southern Pacific Communications says that all of its Spacenet I slots are filled and that all but a few of its Spacenet II transponders are also taken. Spacenet I is scheduled to be operational in February 1984 and Spacenet II is slated for launch that summer. The Spacenet satellites are hybrids—that is, they use both C-band and Ku-band frequencies. They also offer two different channel bandwidths. The satellites contain twelve 36 mhz, C-band transponders; six 72 mhz, Ku-band transponders, and six 72 mhz, C-band transponders. Because of their extended bandwidths the 72 mhz channels can be used to transmit two television channels simultaneously.

SPCC refuses to disclose the names of its customers, but some of them have made announcements and other names have leaked. A partial Spacenet I roster: **36 mhz, C-Band**—Satellite Syndicated Systems, Tulsa, Okla. (three transponders); Southern Baptist Convention, Fort Worth, Tex. (two transponders); Double-B Enterprises, Fort Worth; United Video, Tulsa Okla., and Midwest Radio & Television Inc., Minneapolis-St. Paul □ **72 mhz, C-band**—Pop Satellite, New York; Wold Communications, Los Angeles (two transponders); Landmark Communications, Norfolk, Va., and SIN Inc. □ **72 mhz, Ku-band**—Pop Satellite (two transponders). Wold and the Pop network have also acquired transponders on Spacenet II.

Satcom I
(Cable Net One)

Transponder	*Distributor*	*Service(s)*	*Hours per day*
1	Warner Amex Satellite Entertainment Corp. (WASEC)	Nickelodeon ARTS (ABC)	14 3
2	People That Love Television Network	PTL Network Satellite Radio Network*	24 24
3	United Video	WGN(TV) Chicago WFMT(FM) Chicago Lifestyle (Seeburg Music)* Satellite Music Network*	24 24 24 24
4	Out of Order		
5	Warner Amex Satellite Entertainment Corp.	The Movie Channel	24
6	Southern Satellite Systems	WTBS(TV) Atlanta North American Newstime* Moody Broadcasting Network**A Consumer News***A View Weather***B Reuters News-View*** UPI Cable News Wire*** Dow Jones***	24 24 24 24 24 24 24 24
7	Entertainment and Sports Programing Network Inc.	Entertainment and Sports Programing Network	24
8	Christian Broadcasting Network Inc.	Christian Broadcasting Network	24
9	USA Cable Network	USA Network Cable Satellite Public Affairs Network Black Entertainment Television The English Channel	16 8 C D
10	Showtime Entertainment Inc.	Showtime (West Coast feed)	24
11	WASEC	Music Television	24
12	Showtime Entertainment	Showtime (East Coast feed)	24
13	Intermittent Service		
14	Turner Broadcasting System	Cable News Network	24
15	Wold Communications (sublet from WASEC)	Occasional use	
16	Compact Video (sublet from Showtime) and Appalachian Community Service Network	Appalachian Community Service Network National Jewish Television Network Moneyworks Christian Media Network American Educational Television Network	12 E F 6 3
17	Eastern Microwave (sublet from Showtime)	WOR-TV New York	24
18	SIN Inc. (sublet from Reuters)	GalaVision	10
19	Times Mirror Satellite Programing (sublet from United Video)	Spotlight Shop-at-home (experimental)	13
20	Home Box Office Inc.	Cinemax (East Coast feed)	24
21	Landmark Communications	The Weather Channel Home Theater Network	 3
22	Home Box Office Inc.	Home Box Office (West Coast feed) Modern Talking Picture Service Hearst/ABC Beta Channel	G H H
23	Home Box Office Inc.	Cinemax (West Coast feed)	24
24	Home Box Office Inc.	HBO (East Coast feed)	G

Notes to Satcom I

- * Audio service on subcarrier
- ** Slow-scan video service on subcarrier
- *** Teletext service
- A Begins service Sept. 1
- B Begins service Oct. 1
- C 11 p.m.-1 a.m. NYT, Fridays
- D Tuesday evenings, Saturday afternoons
- E Sunday afternoons only
- F Saturday afternoons only
- G HBO, now transmitting programing 9 hours on weekdays and 12 on weekends intends to go 24 hours on weekends starting Sept. 5 and 24 hours every day Jan. 1, 1982.
- H Modern gives up weekend hours, but extends weekday hours on Sept. 5. Hearst/ABC will take over Modern's afternoon hours on Jan. 4, 1982.
- I Weather Channel plans to begin 21-hour-a-day service next spring.

Comstar I/II
(Cable Net Two)

Comstar I/II is the result of co-locating two aging satellites in one orbital slot. To extend the life of the satellite, half the transponders (12 of 24) on each satellite were turned off, creating, in effect, one 24-transponder satellite. Comstar I/II's other transponders are devoted to telephone and data.

Transponder	*Distributor*	*Service(s)*	*Hours per day*
3H	Entertainment and Sports Programing Network Inc.	Bravo (Rainbow Programing Services)	10
4V	National Christian Network	National Christian Network Escapade (Rainbow Programing Services)	 10
4H	SIN Inc.	Not in use	
6V	Warner Amex Satellite Entertainment Corp.	Not in use	
7V	Home Box Office Inc. (HBO)	Cinemax (East Coast feed)	24
8V	Compact Video Services (sublet from Showtime)	Occasional use and video conferencing	
9H	HBO	HBO (East Coast feed)	9
9V	Trinity Broadcasting Network	Trinity Broadcasting Network	24
10V	American Medical Buildings	Not in use	

Westar I

Transponder	*Distributor*	*Service(s)*	*Hours per day*
1	Western Union	Occasional use	
2†	Corporation for Public Broadcasting Muzak Corp. Mutual Broadcasting System Wold Communications Enterprise Radio	National Public Radio (10 channels) Muzak (two channels) Mutual Broadcasting System (three channels) Wold Communications (two channels) Enterprise Radio (two channels)	
3†	Satellite Communications Network	Occasional use PET Network	
4†	Family Radio Sunbelt Communications Dow Jones	Family Radio (two channels) Sunbelt Communications (two channels) Dow Jones (one channel)	

†Transponder is divided into single channel per carrier (SCPC) for use by many different audio and data services.

Transponder	*Distributor*	*Service(s)*	*Hours per day*
5	Bonneville Satellite Corp. and Wold Communications	SelecTV Subscription Television program distribution Occasional use	
6	Western Union		
7	Inoperable		
8	Corporation for Public Broadcasting	Public Broadcasting Service (PBS)	
9	CPB	PBS	
10	Inoperable		
11	CPB	PBS	
12	CPB	PBS	

Westar III

Transponder	*Distributor*	*Service(s)*	*Hours per day*
1†	Associated Press and United Press International	Associated Press (one channel) United Press International (one channel) RKO Radio Networks (two channels) Enterprise Radio (two channels) Wold Communications (two channels) Dow Jones (one channel)	
2	Hughes Television Network	Occasional use	
3	Intelsat	Intra-Mexico and Mexico-United States transmissions	
4†	Associated Press	Wold Communications (one channel) RKO Radio Networks (two channels)	
5	Western Union	Occasional use	
6	CBS	Production feeds	
7	Wold Communications	Occasional use Home Theater Network	
8	SIN Inc.	Spanish International Network	
9	Southern Satellite Systems and TSI Ltd.	Satellite Program Network	
10	American Broadcasting Companies	Production feeds	
11	Turner Broadcasting System	Production feeds	
12	Western Union	Occasional use	

†Transponder is divided into single channel per carrier (SCPC) for use by many different audio and data services.

Pre-RARC DBS debate

In comments prior to FCC's policy development for 1983 conference, most say it should adopt "block" allotments for new service; CBS, others want to be sure there's room for HDTV

Second-round pleadings in the FCC's second notice of proposed rulemaking in U.S. preparation for the Region 2 Administrative Radio Conference on satellite planning (RARC-83) have been filed by a variety of firms, including applicants for direct-to-home broadcast satellite services, opponents to DBS, fixed terrestrial service users, equipment manufacturers and domestic satellite licensees. Little in the way of a consensus emerged.

While endorsing the commission's preliminary proposal to have four DBS service areas, roughly equivalent to the four time zones (as reflected in the Satellite Television Corp. application), STC also suggested that the commission consider the use of four "equi-size" and slightly overlapping service areas. The overlapping service areas, said STC, could be expected to "accommodate, without change, any equi-sized coverage areas that may be computed if a set of orbital locations different from that proposed by STC is allotted to the U.S. at RARC-83." STC conceded, however, that overlapping service areas could cause some interference problems with DBS systems operating in Canada and Mexico—problems that "might be more easily overcome with STC's original . . . service areas."

STC reiterated its position that the U.S. seek "block allotments" at RARC-83. Depending on the type of polarization applied to various channels within the allotment, said STC, various combinations of standard and high-definition channels would be possible.

STC also supported the so-called "limited planning approach" for RARC. That calls for the initial allotment of a minimum number of channels to each service area with the remaining channels unassigned, to be held in reserve and assigned later as the need arises.

STC had one proviso, however: that "allotments beyond the minimum are made to accommodate the requirements of countries that are prepared to implement them within a period on the order of five years." STC further suggested that the procedures for gaining access to channels beyond the minimum allotted should be expeditious to insure that the U.S. does not end up "with a substantial shortfall in capacity."

Unallotted channels, said STC, should also be afforded "protection" to insure unencumbered future use by the broadcast satellite service. "Unless provisions are made which in effect give the frequencies intended for [DBS] growth the same status as frequencies specifically allotted at RARC-83," said STC, "their utility for [DBS] cannot be assured."

STC noted that "heretofore, it generally has been assumed that the same number of channels should be allotted to each service area in the plan." It objected strenuously to such a concept, however, and suggested that if adopted, "the U.S. could receive a far smaller allotment at RARC-83 than it clearly requires." Thus, said STC, the U.S. should push for a "nonuniform channel allotment" plan that considers "the vast differences among Region 2 countries, including such factors as geographic size, population, ethnic cultural diversity and, most important, economic ability to support satellite broadcasting services."

Implementation of post-RARC DBS systems could best be achieved, said STC, "if allotments are described by a set of allowed ranges for system parameters [power, transmitting antenna beam sizes, etc.] rather than by specified parameter values . . ."

The National Association of Broadcasters, publicly opposed to DBS, also endorsed the "limited planning approach" to allow for "adaptation to meet the evolving demand for new communications satellite services." It stressed the point that by "new communications satellite services," it meant not only DBS, but also fixed satellite services and "a myriad of unexplored and unresolved issues and uses for U.S. Ku-band authorization" that were suggested in previous DBS filings.

NAB also suggested that the commission allocate all of the 12.1-12.3 ghz subband to the fixed satellite service (FSS)—

with *Playboy*, the company will offer *The Playboy Adviser*, a series of 10 short features per week. In addition, Pattiz promises to do 150 concerts next year.

The term narrowcasting is commonly heard in reference to cable, but it also accurately describes the products of **Radio Works,** Hollywood. Specializing in magazine format short features, its six-year-old *Forbes Magazine Report*, a two-and-a-half minute daily financial commentary, has met with success. Today, the show is licensed to Mutual Broadcasting System and is heard on over 200 stations. The success of *Forbes* has led Radio Works, and its president, Stacey Hunt, to delve into other magazine possibilities.

Coed Magazine, described as a 90-second radio diary for teen-agers, will debut this fall. The series will include mini-dramas similar to those on the television show *The Baxters,* three days per week, with helpful hints the other two days. Also slated for fall entry in 45 markets is *Inc. Magazine,* a short feature segment on small business, Hunt said.

Strictly adult contemporary programing is offered by **Botik Broadcast Services,** which has been in business just under two years in Austin, Tex. Though only five stations carry Botik's programing, President Bob Botik says he is satisfied because his tapes are highly customized and the company aims toward quality, not quantity. Botik says he would like to see the end of "faddish music," such as disco and new wave, because broadcasters who go for these trends tend to be disappointed in the long run.

Servicing about 250 stations, **From Studio B Company,** Hollywood, deals primarily in short-form comedy programs. Merrill Barr, managing partner for the company, claims: "We're in comedy because we want to avoid competition, the networks don't provide comedy shows and good ones are hard to produce."

Of the 10 original shows provided by the company some of the best sellers are: *From Studio B,* a comedy interview series featuring writer-comedian Pat McCormick; *Rick Dee's American Morning Laugh Track; Biff Owens with the Sports Exclusive,* featuring former *Gong Show* host Gary Owens, and the Christmas show, *North Pole Reports.*

Barr said sales "are definitely up about 20% over last year" for the all-cash company. He also believes that radio stations are "a little more flexible when it comes to comedy."

Although **Rogers Broadcast Productions** produces and distributes five music programs, the one that has set it apart from most syndicators is its continued success with a 90-minute weekly public affairs show called *Sunday, Sunday.* The Toronto-based business has received acclaim for the program, which recently won an award from the Radio-Television News Directors Association of Canada for its *"60 Minutes* approach" to news.

Also on Rogers's menu of programs is *Hot Shots,* a four-hour show featuring adult top-40 music from the 60's and 70's; *Spirit of Summer*, a six-hour program with contemporary music and interviews; *Tapestry*, a one-hour series with beautiful music and poetry, and *Brett Holiday*, a 15-minute daily entertainment series with gossip and interviews. Just introduced in the U.S. for cash is *Candlelight and Wine,* a beautiful music feature for evenings geared toward FM stations and now running through barter on 60 Canadian stations. Estimated revenues for the company are in the six-digit area.

Concentrating on the spoken word, **Gert Bunchez & Associates Inc.,** of St. Louis, began its syndication operation in 1977 after nearly 10 years as a national sales representative. Now Bunchez produces close to 20 programs with about 66 client stations signed.

America's favorite format: contemporary

For second year in row, that format, in all its variations, comes out on top; distant second is beautiful music

Contemporary, whether prefaced by the words urban, adult, oldies or the like, has swept the field as the most popular format at the country's top stations for the second consecutive year.

While this format encompasses not only the current hit records, but instrumentals, ballads, rhythm and blues and rock music, the days of the cut and dried formats seem to be fading out, as BROADCASTING's survey of the top 10 stations in the top 50 markets will indicate.

Measured by Arbitron's April/May metro survey this year, 30.9% of the stations carried the contemporary format. Although that's down 1.9% from last year, second place is held by beautiful music, at a distant 12.5%, down from 15.7% the previous year.

Gaining some ground is album oriented rock (AOR) which made a showing of 11.7%, up .1% from last year. Another gainer, news/talk, now filling 9.7% of the slots, rose from 7.4%. Country music remained constant at 9.7%, while MOR (including big band and "music of your life") appears to have regained some of the popularity lost when adult contemporary made its debut and garnered 9.5% from 8.0% last year.

Black music, composed of gospel, jazz and/or soul, added .5%, at 4.5%, but can attribute much of its loss in recent years to the popularity of urban contemporary, as can disco. This format has all but disappeared as only two stations in the survey continue to label themselves this way. Spanish music came in at a steady 1%.

Most of the top ranking stations were on the FM band with 299 of 506 places, this is up five notches from last year. AM stations accounted for 204 places, as it did in 1980. There were also three AM-FM combinations in the rankings.

The format data employed by BROADCASTING was derived from various sources. The following are Arbitron's April/May rankings of the top 50 markets, as ranked according to total persons aged 12-plus in the metro survey area. Audience figures represent total persons, 12-plus, average quarter hour, Monday-to-Sunday, 6 a.m. to midnight.

The Arbitron data is copyrighted and may not be reprinted or used in any form by nonsubscribers to Arbitron's syndicated radio service.

Station	*Format*	*Avg. Persons*
1. New York		
1. WBLS(FM)	Urban contemporary	184,800
2. WKTU(FM)	Urban contemporary	158,000
3. WOR(AM)	Talk	146,300
4. WRFM(FM)	Beautiful music	122,800
5. WCBS(AM)	News	120,100
6. WNBC(AM)	Contemporary	115,600
7. WABC(AM)	Contemporary	114,300
8. WPLJ(FM)	AOR	112,000
9. WINS(AM)	News	106,300
10. WNEW(AM)	Big band	92,200
2. Los Angeles		
1. KABC(AM)	Talk	115,800
2. KBIG(FM)	Beautiful music	74,300
3. KMET(FM)	AOR	61,700
4. KFWB(AM)	News	51,900

THE BEST RADIO SALES TAPES IN THE WORLD

That's the only name we could come up with for these radio advertising sales tapes from the Welsh Company. By special arrangement, Phillips & Company is proud to be able to offer these tapes while supply lasts. There are 12 cassette tapes in the series...over 13 hours of unique sales training techniques. "The 15 System" alone is worth the purchase price. To get your set, mail your check for $300 to Phillips & Company, PO Box 985, Laurinburg, NC 28352. If you prefer, call (919) 276-1306 and your charge card order will be taken by telephone. Your tapes will be shipped postpaid the day we receive your order.

P&C
Phillips
&Co.

Station	Format	Avg. Persons
5. KJOI(FM)	Beautiful music	51,300
6. KNX(AM)	News	50,900
7. KRLA(AM)	Oldies/contemporary	50,300
8. KLOS(FM)	AOR	48,800
9. KRTH(FM)	Adult contemporary	41,600
10. KIIS-FM	Contemporary	40,400

3. Chicago

Station	Format	Avg. Persons
1. WGN(AM)	MOR	96,000
2. WBBM(AM)	News	72,200
3. WLOO(FM)	Beautiful music	67,300
4. WMAQ(AM)	Country	51,500
5. WLS(AM)	Contemporary	49,900
6. WLS(FM)	Contemporary	43,000
7. WGCI(FM)	Urban contemporary	41,200
8. WIND(AM)	News/talk	38,200
9. WKQX(FM)	MOR	37,000
10. WJPC(AM)	Black	36,700

4. San Francisco

Station	Format	Avg. Persons
1. KGO(AM)	News/talk	70,300
2. KSOL(FM)	Black	42,300
3. KCBS(AM)	News	38,200
4. KSFO(AM)	MOR	37,100
5. KFRC(AM)	Contemporary	36,100
6. KNBR(AM)	Personality/MOR	30,600
7. KMEL(FM)	AOR	30,100
8. KYUU(FM)	Adult contemporary	29,600
9. KABL-FM	Beautiful music	27,200
10. KIOI(FM)	Adult contemporary	24,600

5. Philadelphia

Station	Format	Avg. Persons
1. KYW(AM)	News	81,200
2. WMGK(FM)	Adult contemporary	50,500
3. WDAS-FM	Black	45,000
4. WEAZ(FM)	Beautiful music	42,700
5. WIP(AM)	Adult contemporary	36,300
6. WWSH(FM)	Beautiful music	35,000
7. WMMR(FM)	AOR	34,200
8. WIFI(FM)	Top 40	28,900
9. WWDB(FM)	Talk	27,500
10. WPEN(AM)	MOR	26,400

6. Detroit

Station	Format	Avg. Persons
1. WJR(AM)	News/talk	66,900
2. WLLZ(FM)	AOR	49,000
3. WWJ(AM)	News	30,400
4. WRIF(FM)	AOR	29,200
5. WNIC-FM	Contemporary	28,500
6. WJR-FM	Beautiful music	27,800
7. WWWW(FM)	Country	27,100
8. WMJC(FM)	Adult contemporary	26,600
9. WXYZ(AM)	News/talk	24,900
10. WOMC(FM)	MOR	24,400

7. Boston

Station	Format	Avg. Persons
1. WCOZ(FM)	AOR	59,600
2. WHDH(AM)	Adult contemporary	45,700
3. WXKS-FM	Contemporary	37,800
4. WEEI(AM)	News	37,500
5. WBZ(AM)	MOR	35,800
6. WJIB(FM)	Beautiful music	33,900
7. WROR(FM)	Adult contemporary	30,900
8. WBCN(FM)	AOR	21,000
9. WEEI-FM	Soft rock	19,900
9. WVBF(FM)	Adult contemporary	19,900

8. Washington

Station	Format	Avg. Persons
1. WMAL(AM)	MOR	35,100
2. WPGC-AM-FM	MOR	29,900
3. WGAY(AM)	Beautiful music	29,200
4. WRQX(FM)	Top 40	27,000
5. WKYS(FM)	Urban contemporary	24,600
6. WWDC-FM	AOR	24,500
7. WASH(FM)	MOR	20,600
8. WHUR(FM)	Black	18,700
9. WAVA(FM)	AOR	18,200
10. WRC(AM)	News/talk	18,100

9. Houston-Galveston

Station	Format	Avg. Persons
1. KMJQ(FM)	Urban contemporary	54,400
2. KILT-FM	Country	35,700
3. KYND(FM)	Beautiful music	25,800
4. KLOL(FM)	AOR	25,700
5. KIKK-FM	Country	25,500
6. KTRN(AM)	Country	23,500
7. KRBE(FM)	Contemporary	22,800
8. KODA(FM)	Beautiful music	22,000
9. KPRC(AM)	News/talk	21,500
10. KRLY(FM)	Contemporary	17,600

10. Dallas-Fort Worth

Station	Format	Avg. Persons
1. KSCS(FM)	Country	37,000
2. KVIL-FM	Adult contemporary	32,700
3. KKDA-FM	Black	28,600
4. WBAP(AM)	Country	26,900
5. KMEZ(FM)	Beautiful music	24,500
6. KRLD(AM)	News	23,200
7. KPLX(FM)	Country	21,100
8. KZEW(FM)	AOR	20,800
9. KEGL-FM	Contemporary	20,300
10. KNOK-FM	Black	19,300

11. Nassau-Suffolk

Station	Format	Avg. Persons
1. WCBS(AM)	News	20,400
2. WBLI(FM)	Adult contemporary	17,400
3. WBLS(FM)	Urban contemporary	15,100
4. WHLI(AM)	Music of your life	14,300
5. WABC(AM)	Contemporary	13,300
6. WBAB-FM	AOR	12,800
7. WIFM(FM)	Adult contemporary	10,600
8. WCBS-FM	Oldies	9,400
9. WALK-AM-FM	MOR	9,000
10. WCTO(FM)	Beautiful music	8,900

12. St. Louis

Station	Format	Avg. Persons
1. KMOX(AM)	News/talk	78,300
2. KSHE(FM)	AOR	25,800
3. KMJM(FM)	Urban contemporary	22,200
4. WWWK(FM)	AOR	20,000
5. KEZK(FM)	Beautiful music	19,600
6. WIL-FM	Personality/country	17,500
7. KKOK(AM)	Contemporary	16,900
8. KSLQ(FM)	Adult contemporary	15,300
9. WRTH(AM)	MOR	14,100
10. KSD-FM	Adult contemporary	12,700

13. Pittsburgh

Station	Format	Avg. Persons
1. KDKA(AM)	MOR	80,300
2. WDVE(FM)	AOR	28,500
3. WSHH(FM)	Beautiful music	25,100
4. WTAE(AM)	Adult contemporary	23,800
5. WXKX(FM)	Contemporary	22,000
6. WAMO(FM)	Urban contemporary	20,800
7. WEEP(AM)	Country	15,200
8. WWSW-FM	Adult contemporary	14,100
9. WPNT(FM)	Beautiful music	13,600
10. KQV(AM)	News/talk	12,000

14. Baltimore

Station	Format	Avg. Persons
1. WBAL(AM)	MOR	30,200
2. WIYY(FM)	AOR	26,400
3. WLIF(FM)	Beautiful music	25,000
4. WXYV(FM)	Urban contemporary	24,500
5. WCBM(AM)	Adult contemporary	21,100
6. WPOC(FM)	Country	20,100
7. WFBR(AM)	Adult contemporary	18,000
8. WBSB(FM)	Top 40	15,600
9. WMAR-FM	Beautiful music	15,200
10. WWIN(AM)	Black	12,000

15. Seattle-Everett-Tacoma, Wash.

Station	Format	Avg. Persons
1. KISW(FM)	AOR	23,700
2. KIRO(AM)	News/talk	22,200
3. KOMO(AM)	MOR	17,300
4. KBEA(FM)	Beautiful music	14,300
5. KVI(AM)	News/talk	13,200
6. KJR(AM)	Contemporary	12,900
7. KYYX(FM)	Contemporary	12,300
8. KNBQ(FM)	Contemporary	11,600
9. KING(AM)	Adult contemporary	11,200
10. KIXI-FM	Adult contemporary	11,000

16. Minneapolis-St. Paul

Station	Format	Avg. Persons
1. WCCO(AM)	Variety	57,900
2. KSTP-FM	Adult contemporary	35,700
3. WDGY(AM)	Country	20,300
4. KQRS(AM)	AOR	18,500
5. KDWB-FM	Contemporary	18,200
6. KEEY-FM	Beautiful music	16,800
7. KQBS-FM	AOR	16,200
8. WAYL-FM	Beautiful music	13,900
9. WLOL(FM)	MOR	12,700
10. WCCO-FM	Adult contemporary	11,000

R. C. CRISLER & CO., INC.

Business Brokers for C.A.T.V., TV & Radio Properties
Licensed Securities Dealers
Underwriting — Financing

Cincinnati
Richard C. Crisler, Clyde G. Haehnle, Alex Howard, Larry C. Wood
580 Walnut Street, 45202, phone (513) 381-7775

you say it, we play it.

Programming that really sells. That's where BPI's live-assist plan comes in. With 10 constantly updated formats to choose from, select the preprogrammed, unannounced music that's right for your station. Live back up is provided by *your* on-air personalities. The result is a clean, consistent, professional sound.

With BPI's help, you'll have the best of both worlds. The programming control and easy operation of automation *and* the spontaneity and community rapport of live radio. Better programming brings increased market shares. *And*, more production and sales time for your staff.

CALL TOLL FREE 1-800-426-9082
Call Collect (206) 676-1400
P.O. Box 547
Bellingham, WA 98227

music is BPI

RADIO BINGO

- OLDEST PROMOTION IN THE INDUSTRY . . .
  Over 26 years . . . 1,000 plus stations.
- GETS DOUBLE RATE CARD RATE . . .
  A complete promotion package providing sponsors and "extras" that command extra dollars.
- TREMENDOUS SPONSOR FOOT TRAFFIC . . .
  Proves the effectiveness of your station with tangible results.
- CONTINUOUS RENEWALS . . .
  Sponsors and listeners demand it.
- INCREASE RATINGS . . .
  A proven leader in all markets.

© Copyright 1962, J.R. Hampton

Complete 13 Week "Ready to Air" Package $557.50

"Our Business Is Improving Yours"

WORLD WIDE BINGO, INC.

P.O. Box 2311 • Littleton, CO 80160
Telephone (303) 795-3288

17. Atlanta

Station	*Format*	*Avg. Persons*
1. WKLS-FM	AOR	25,400
2. WZGC(FM)	Contemporary	25,200
3. WSB(AM)	Adult contemporary	24,900
4. WQXI-FM	Adult contemporary	21,100
5. WVEE(FM)	Urban contemporary	21,000
6. WLTA(FM)	MOR	17,500
7. WPLO(AM)	Country	15,500
8. WPCH(FM)	Beautiful music	14,500
9. WGST(AM)	News	10,400
10. WSB-FM	Beautiful music	10,200

18. Anaheim-Santa Ana, Calif.

Station	*Format*	*Avg. Persons*
1. KMET(FM)	AOR	20,200
2. KABC(AM)	Talk	19,600
3. KBIG(FM)	Beautiful music	15,600
4. KLOS(FM)	AOR	12,100
5. KMPC(AM)	News/talk	11,000
6. KFI(AM)	Top 40	10,700
7. KNX-FM	Mellow rock	10,300
8. KRTH(FM)	Adult contemporary	9,900
9. KLAC(AM)	Country	8,800
9. KNX(AM)	News	8,800

19. Cleveland

Station	*Format*	*Avg. Persons*
1. WMMS(FM)	AOR	26,700
2. WDOK(FM)	Beautiful music	21,500
3. WQAL(FM)	Beautiful music	20,300
4. WHK(AM)	Country	19,500
5. WGCL(FM)	Top 40	16,000
6. WZZP(FM)	Adult contemporary	15,700
7. WERE(AM)	News/talk	14,500
8. WGAR(AM)	Adult contemporary	13,100
9. WJW(AM)	Adult contemporary	9,200
9. WLYT(FM)	Contemporary	9,200

20. San Diego

Station	*Format*	*Avg. Persons*
1. KJQY(FM)	Beautiful music	22,900
2. KGB-FM	AOR	16,900
3. KFMB(AM)	Adult contemporary	15,100
4. KSDO(AM)	News	13,700
5. KPRI(FM)	AOR	12,100
6. XETRA-FM	AOR	11,000
7. KFMB-FM	Adult contemporary	9,900
7. KFSD-FM	Classical	9,900
8. KGB(AM)	Top 40	9,500

21. Miami

Station	*Format*	*Avg. Persons*
1. WRBC(AM)	Spanish	24,200
2. WQBA(AM)	Spanish	19,600
3. WNWS(AM)	News/talk	17,600
4. WINZ-FM	Top 40	16,500
5. WHYI(FM)	Top 40	16,100
6. WCMQ-FM	Spanish	13,700
7. WEDR(FM)	Black	13,500
8. WINZ(AM)	News	10,000
9. WHTT(AM)	Spanish	9,500
10. WCMQ(AM)	Spanish	8,600

22. Tampa-St. Petersburg

Station	*Format*	*Avg. Persons*
1. WWBA(AM)	Beautiful music	26,500
2. WQYK-FM	Country	23,400
3. WRBQ(FM)	Top 40	22,300
4. WJYW(FM)	Beautiful music	19,600
5. WSUN(AM)	Country	17,300
6. WCKX(FM)	Contemporary	15,100
7. WFLA-FM	Beautiful music	12,800
8. WFLA(AM)	Adult contemporary	10,300
9. WYNF(FM)	AOR	9,000
10. WTMP(AM)	Black	8,300

23. Denver-Boulder

Station	*Format*	*Avg. Persons*
1. KPBI(FM)	AOR	23,800
2. KOA(AM)	News/talk	17,800
3. KLIR-FM	Beautiful music	14,200
4. KAZY(FM)	AOR	13,800
5. KOSI(AM)	Beautiful music	13,600
5. KYGO(FM)	Country	13,600
6. KLZ(AM)	Country	13,200
7. KIMN(AM)	Adult contemporary	12,900
8. KEZW-FM	Beautiful music	12,600
9. KOAQ(FM)	Contemporary	12,600

24. Milwaukee

Station	*Format*	*Avg. Persons*
1. WEZW(FM)	Beautiful music	25,200
2. WTMJ(AM)	Personality/MOR	23,700
3. WISN(AM)	MOR	22,300
4. WBCS(FM)	Country	18,300
5. WIPX(FM)	AOR	13,900
6. WQFM(FM)	AOR	13,200
7. WZUU-FM	Adult contemporary	11,700
8. WOKY(AM)	Adult contemporary	8,900
9. WKTI(FM)	Contemporary	8,700
10. WMYX(FM)	Adult contemporary	7,900

25. Phoenix

Station	*Format*	*Avg. Persons*
1. KTAR(AM)	News/talk	20,300
2. KMEO-FM	Beautiful music	19,900
3. KNIX-FM	Modern country	16,600
4. KQYT(FM)	Beautiful music	15,100
5. KZZP-AM-FM	Contemporary	15,000
6. KDKB(FM)	AOR	14,500
7. KOY(AM)	MOR	14,100
8. KOPA-FM	Contemporary	13,000
9. KUPD	Contemporary	9,800
10. KOOL-FM	Top 40/oldies	9,200

26. Providence-Warwick-Pawtucket, R.I.

Station	*Format*	*Avg. Persons*
1. WLKW-FM	Beautiful music	22,200
2. WPJB-FM	Top 40	13,600
3. WEAN(AM)	News	11,600
4. WLKW(AM)	Beautiful music	10,300
5. WRJJ(AM)	MOR	9,800
6. WHJY(FM)	Beautiful music	8,300
7. WMYS(FM)	Adult contemporary	6,500
8. WHIM(AM)	Modern country	5,500
9. WBSM(AM)	Talk	4,800
10. WGNG(AM)	Adult contemporary	4,500

27. Cincinnati

Station	*Format*	*Avg. Persons*
1. WLW(AM)	MOR	18,400
2. WWEZ(FM)	Beautiful music	16,400
3. WEBN(FM)	AOR	16,100
3. WKRQ(FM)	Top 40	16,100
4. WKRC(AM)	Adult contemporary	15,400
5. WCKY(AM)	MOR	13,200
6. WRRM(FM)	Adult contemporary	11,800
7. WCIN(AM)	Urban contemporary	9,700
8. WUBE-FM	Country	7,000
9. WE[illegible](AM)	Modern country	4,800

28. Kansas City, Mo.

Station	*Format*	*Avg. Persons*
1. WDAF(AM)	Country	24,000
2. WHB(AM)	Adult Contemporary	16,600
3. KMBR(FM)	Beautiful Music	15,700
4. K[illegible]YS(FM)	AOR	15,600
5. KMBZ(AM)	MOR	15,200
6. KCEZ(FM)	Beautiful Music	13,300
7. KPRS(FM)	Black	13,100
8. KUDL(FM)	Mellow Rock	10,400

Station	Format	Avg. Persons
9. KBEQ(FM)	Contemporary	10,200
10. KCMO(AM)	News/talk	9,900

29. San Jose, Calif.

Station	Format	Avg. Persons
1. KGO(AM)	News/talk	14,400
2. KOME(FM)	AOR	13,800
3. KBAY(FM)	Beautiful music	11,300
4. KEZR(FM)	Soft rock	10,200
5. KSOL(FM)	Black	10,200
6. KLOK(AM)	Adult contemporary	8,800
7. KFRC(AM)	Contemporary	6,700
8. KEEN(AM)	Country	6,200
9. KCBS(AM)	News	6,100
10. KARA(FM)	Oldies	6,000
10. KNBR(AM)	Personality/MOR	6,000

30. Portland, Ore.

Station	Format	Avg. Persons
1. KGON(FM)	AOR	15,200
2. KGW(AM)	Adult Contemporary	14,700
3. KEX(AM)	MOR	12,800
4. KUPL-FM	Beautiful Music	11,100
5. KXL-FM	Beautiful Music	10,900
6. KINK(FM)	Soft Rock	8,600
7. KYTE(AM)	Country	8,500
8. KYXI(AM)	News	8,200
9. KLLB(FM)	Contemporary	8,000
10. KWJJ(AM)	Country	7,200

31. Buffalo, N.Y.

Station	Format	Avg. Persons
1. WJYE(FM)	Beautiful music	26,600
2. WBEN(AM)	MOR	23,000
3. WKBW(AM)	Adult contemporary	16,600
4. WGRQ(FM)	AOR	13,100
5. WBEN-FM	Rock	12,100
6. WGR(AM)	MOR	12,000
7. WPHD(FM)	Adult contemporary	10,900
8. WBLK-FM	Black	10,700
9. WWOL(AM)	Country	6,000
10. WYRK(FM)	MOR	4,400

32. Riverside-San Bernadino, Calif.

Station	Format	Avg. Persons
1. KBIG(FM)	Beautiful music	10,800
2. KFI(AM)	Top 40	10,300
3. KDUO(FM)	Beautiful music	10,200
4. KOLA(FM)	AOR	6,300
5. KLAC(AM)	Country	6,300
6. KCKC(AM)	Country	6,100
7. KGGI(FM)	Top 40	6,000
7. KOST(FM)	Beautiful music	6,000
8. KABC(AM)	Talk	5,700

33. New Orleans

Station	Format	Avg. Persons
1. WEZB(FM)	Top 40	15,300
2. WAIL(FM)	Urban contemporary	12,400
3. WRNO(FM)	AOR	12,000
4. WTIX(AM)	Contemporary	11,500
5. WBYU(FM)	Beautiful music	11,400
6. WNOE-FM	Country	9,900
7. WQUE-FM	Adult contemporary	9,200
8. WAJY-FM	Beautiful music	8,800
9. WYLD-FM	Black	8,300
10. WSMB(AM)	MOR/talk	7,700

34. Norfolk-Portsmouth-Newport News, Va.

Station	Format	Avg. Persons
1. WMYK(FM)	AOR	16,300
2. WCMS-FM	Modern country	15,800
3. WNOR-FM	AOR	12,200
4. WTAR(AM)	Personality/MOR	12,000
5. WFOG-FM	Beautiful music	10,500
6. WWDE(AM)	MOR	9,600
7. WRAP(AM)	Black	9,500
8. WGH(AM)	Contemporary	8,900
9. WOWI(FM)	Urban contemporary	8,400
10. WKEZ(FM)	Beautiful music	7,400
10. WQRK(FM)	Top 40	7,400

35. Indianapolis

Station	Format	Avg. Persons
1. WIBC(AM)	Personality/MOR	24,800
2. WXTZ(FM)	Beautiful music	20,300
3. WFBQ(FM)	AOR	16,400
4. WNAP(FM)	Contemporary	15,900
5. WTLC(FM)	Black	15,300
6. WFMS(FM)	Country	13,600
7. WIRE(AM)	Country	12,800
8. WIKS(FM)	Adult contemporary	9,900
9. WNDE(AM)	Top 40	5,300
10. WATI(AM)	Beautiful music	4,100

36. Columbus, Ohio

Station	Format	Avg. Persons
1. WLVQ(FM)	AOR	22,300
2. WXGT(FM)	Top 40	15,100
3. WNCI(FM)	Adult contemporary	14,000
4. WCOL(AM)	MOR	11,100
5. WBNS-FM	Beautiful music	10,900
6. WTVN(AM)	Adult contemporary	10,300
7. WMNI(AM)	Country	9,400
8. WBNS(AM)	Adult contemporary	8,800
9. WHOK-FM	Country	6,500
10. WRMZ(FM)	Beautiful music	4,800

37. Fort Lauderdale, Fla.

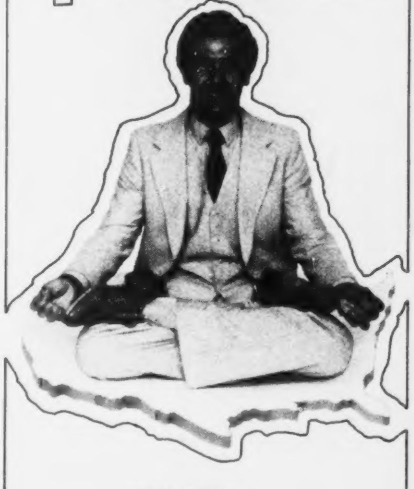
Station	Format	Avg. Persons
1. WLYF(FM)	Beautiful music	12,800
2. WHYI(FM)	Top 40	12,100
3. WKQS(FM)	Beautiful music	12,000
4. WNWS(AM)	News/talk	9,700
5. WRBD(AM)	Soul/gospel	9,400
6. WINZ(AM)	News	9,000
7. WFTL(AM)	MOR	8,700
8. WAXY(FM)	Contemporary	8,600
9. WIOD(AM)	MOR/talk	8,100
10. WLQY(AM)	MOR	7,500

38. San Antonio, Tex.

Station	Format	Avg. Persons
1. KTSA(AM)	Adult contemporary	15,400
2. KCOR(AM)	Spanish	11,200
3. KKYX(AM)	Personality/country	11,100
4. KQXT(FM)	Beautiful music	11,000
5. KTFM(FM)	Contemporary	10,800
6. WOAI(AM)	News/talk	8,100
7. KONO(AM)	Adult contemporary	7,400
8. KITY(FM)	Top 40	6,900
9. KISS(FM)	AOR	6,700
10. KBUC-FM	Country	5,800

39. Sacramento, Calif.

Station	Format	Avg. Persons
1. KZAP(FM)	AOR	18,000
2. KRAK(AM)	Country	11,400
3. KSFM(FM)	Adult contemporary	10,800
4. KEWT(FM)	Beautiful music	8,700
5. KXOA-FM	Soft rock	8,300
6. KGNR(AM)	News/talk	7,100
7. KCTC(FM)	Beautiful music	7,000
8. KHYL(FM)	Oldies	5,900
9. KROY-FM	Rock	5,700
10. KFBK(AM)	News/talk	5,100



the
lotus
position

means...

increased national
radio sales dollars
for our station list

because...

~~11~~, ~~13~~, 16

young, aggressive,
hungry, hard-working,
sales people are selling
schedules for our stations
in our five owned
and operated offices
in:

New York — 212 697-7601
Chicago — 312 346-8442
Los Angeles — 213 466-8119
San Francisco — 415 563-3252
Dallas — 214 960-1707
Atlanta — 404 237-1577

Call or write us if you want to be in the better LOTUS position: George Sternberg, Vice President and Director, Station Relations, LOTUS REPS, 50 East 42nd Street, New York, N.Y. 10017, Telephone 212/697-7601.

Lotus Reps
Division of Lotus Communications Corporation

40. Rochester, N.Y.

Station	*Format*	*Avg. Persons*
1. WEZO(FM)	Beautiful music	23,400
2. WHAM(AM)	MOR	12,500
3. WVOR-FM	Adult contemporary	11,800
4 WCMF(FM)	AOR	9,500
5. WMJQ(FM)	AOR	8,800
6. WBBF(AM)	Adult contemporary	8,500
7. WNYR(AM)	Country	7,600
8. WDKX(FM)	Urban contemporary	6,000
9. WHFM(FM)	Contemporary	5,900
10. WSAY(AM)	Adult contemporary	5,600

41. Hartford-New Britain, Conn.

Station	*Format*	*Avg. Persons*
1. WTIC(AM)	MOR	33,600
2. WKSS(FM)	Beautiful contemporary	11,400
3. WRCH-FM	Beautiful music	11,000
4. WHCN(FM)	AOR	8,900
5. WKND(AM)	Urban contemporary	7,300
6. WTIC-FM	Contemporary	6,700
7. WDRC(AM)	Contemporary	6,000
8. WDRC-FM	Top 40	5,800
8. WWYZ(FM)	Rock	5,800
9. WPOP(AM)	News	5,300
9. WIOF(FM)	Contemporary	5,300
10. WCCC-FM	AOR	5,200

42. Louisville, Ky.

Station	*Format*	*Avg. Persons*
1. WAMZ(FM)	Country	10,700
2. WVEZ(FM)	Beautiful music	10,500
3. WHAS(AM)	Adult contemporary/talk	9,800
4. WKJJ-FM	Rock	8,800
5. WAVE(AM)	Adult contemporary	8,300
6. WRKA(FM)	Adult contemporary	6,900
7. WCII(AM)	Country	6,800
8. WLOU(AM)	Black	6,400
9. WQMF(FM)	Rock	6,200
10 WLRS(FM)	AOR	6,100

43. Memphis

Station	*Format*	*Avg. Persons*
1 WMC(AM)	Country	10,900
2. WZXR(FM)	AOR	10,600
3. WEZI(FM)	Beautiful music	10,000
4. WMC-FM	Contemporary	9,500
5. WHRK(FM)	Disco	8,900
6. WMPS(AM)	Country	6,400
7. WRVR(FM)	Adult contemporary	6,100
8. WDIA(AM)	Black	5,000
9. WLVS(FM)	Country	4,800
10. WLOK(AM)	Black	4,700

44. Salt Lake City

Station	*Format*	*Avg. Persons*
1. KSL(AM)	MOR	12,100
2. KSFI(FM)	Beautiful music	10,000
3. KLUB(AM)	Beautiful music	8,200
4. KALL(AM)	Adult contemporary	7,400
5. KSOP-FM	Country	7,200
6. KCPX(AM)	Contemporary	7,000
7. KCPX-FM	AOR	6,900
8. KRGO(AM)	Country	6,300
9. KRSP-FM	AOR	5,200
10. KDAB(FM)	Adult contemporary	4,900

45. Greensboro-Winston Salem-High Point, N.C.

Station	*Format*	*Avg. Persons*
1. WTQR(FM)	Country	17,800
2. WGLD-FM	Beautiful music	10,200
3. WBEZ(FM)	Top 40	9,900
4. WKZL(FM)	AOR	8,000
4. WSJS(AM)	MOR	8,000
5. WQMG(FM)	Soul/jazz	7,100
6. WRQK(FM)	Adult contemporary	6,700
7. WBIG(AM)	Personality/MOR	3,400
8. WAAA(AM)	Black	2,700
9. WAIR(AM)	Black	2,600
9. WEAL(AM)	Black	2,600
10. WMFR-FM	MOR	2,400

46. Birmingham, Ala.

Station	*Format*	*Avg. Persons*
1. WZZK(FM)	Country	16,300
2. WKXX(FM)	Top 40	14,700
3. WENN-FM	Disco	10,900
4. WSGN(AM)	Contemporary	7,700
5. WVOK(AM)	Country	6,600
6. WATV(AM)	Black	5,700
6. WRKK(FM)	AOR	5,700
7. WAPI-FM	Beautiful music	5,600
8. WYDE(AM)	Country	5,500
9. WERC(AM)	Contemporary	5,400

47. Nashville-Davidson

Station	*Format*	*Avg. Persons*
1. WKDF(FM)	AOR	12,500
2. WSIX-FM	Country	9,800
2. WSM-FM	Adult contemporary	9,800
3. WWKX(FM)	Top 40	8,600
3. WZEZ(FM)	Beautiful music	8,600
4. WVOL(AM)	Black	8,200
5. WSM(AM)	Adult contemporary	6,600
6. WLAC(AM)	News/talk	5,900
7. WBYQ(FM)	Contemporary	5,300
8. WSIX(AM)	MOR	4,100

48. Dayton, Ohio

Station	*Format*	*Avg. Persons*
1. WHIO-FM	Beautiful music	20,800
2. WHIO(AM)	Personality/MOR	15,100
3. WTUE(FM)	AOR	10,300
4. WDJX(FM)	Top 40	9,300
5. WING(AM)	Adult contemporary	9.200
6. WDAO(FM)	Soul	7,800
7. WONE(AM)	Country	6,200
8. WVUD-FM	AOR	3,500
9. WAVI(AM)	News/talk	3,300
10. WSKS(FM)	Contemporary	2,500

49. Oklahoma City

Station	*Format*	*Avg. Persons*
1. KEBC(FM)	Country	13,400
2. KKNG(FM)	Beautiful music	12,100
3. KTOK(AM)	MOR	11,500
4. KOMA(AM)	Country	9,300
5. KOFM(FM)	Top 40	9,000
6. KXXY(FM)	AOR	8,900
7. KATT-FM	AOR	5,600
8. KLTE(FM)	Adult contemporary	5,400
9. WKY(AM)	Adult contemporary	4,400
10. KLNK(FM)	Adult contemporary	4,200

50. Albany-Schenectady-Troy, N.Y.

Station	*Format*	*Avg. Persons*
1. WGY(AM)	Personality/MOR	18,700
2. WPYX(FM)	AOR	12,200
3. WROW(AM)	Adult contemporary	9,400
4. WROW-FM	Beautiful music	8,400
5. WFLY(FM)	Contemporary	7,200
6. WQBK(AM)	Talk	7,000
7. WGNA(FM)	Country	6,000
8. WWOM(FM)	Adult contemporary	5,100
9. WPTR(AM)	Country	4,100
10. WQBK-FM	AOR	3,200

Oct 12

A unique advertising opportunity—once in 50 years.

On October 12, 1981, BROADCASTING will celebrate its own golden anniversary in a massive, one-of-a-kind issue. Including: an "At Large" interview with editor Sol Taishoff encompassing his recollection of the first 50 years ... a year-by-year chronology of the first 50 years of the magazine ... and a comprehensive look ahead to the communications systems of the year 2001.

Bonus readership for your advertising. Reserve space now.

For placements from the North and East, call Win Levi, Dave Berlyn or Charles Mohr at (212) 599-2830; from the South, call Gene Edwards (202) 638-1022; from the West, call Tim Thometz at (213) 463-3148. From any point of the compass, call David Whitcombe or John Andre at (202) 638-1022.

You belong in Broadcasting Oct 12

Tandem heads sell Filmways holdings

Perenchio, Lear and Yorkin interest in company is bought by Filmways' Bloch and Pitt

Tandem Productions principals, Jerry Perenchio, Norman Lear and Alan Yorkin, disposed of the bulk of their holdings in Filmways Inc. The purchasers were Filmways' chairman, Richard L. Bloch, and another Filmways director, Donald Pitt. The deal involved both common and class C preferred stock of the film company, totaling about 6% of the shares, with Bloch and Pitt each purchasing about the same amount of the two issues. The Tandem group retains about a 3% stake in Filmways, composed of some 73,000 common shares, and 190,800 shares of the preferred (the same combinations the two insiders purchased). Bloch's purchases push his holding in the company to 6.7%, making him the largest shareholder; Pitt's interest is now about 4%.

Filmways has been experiencing severe financial difficulties: Results for 1980 showed a $66.3-million loss, on $141.5-million revenues. Half that loss was attributed to the unit formed to incorporate American International Pictures, which Filmways acquired in July 1979. The three Tandem figures had purchased their 9% stake in Filmways from Samuel Z. Arkoff, the former head of AIP, who resigned from Filmways late in 1979, following disagreements with Bloch.

Ratings Roundup

With a boost from the first major league baseball game in nearly two months, NBC-TV came in second in the prime-time ratings—by a 10th of a point—for the week ended Aug. 9. The major league All Star game on Aug. 9 helped NBC to a weekly average of 13.4 rating and 25.5 share, behind CBS's 14.0/27 and ahead of ABC's 13.3/25.1

The All Star game, the first live major league baseball on television since the players' strike started 59 days earlier, tied (with a repeat of ABC's *Three's Company)* for second place in the week's rankings, averaging 20.1/36.

Top place for the week went to an NBC *Facts of Life* repeat at 21.7/37, which was against repeats of ABC's *Dynasty* (10.2/18 for the full two hours) and CBS's *Golden Gate Murder* movie (15.1/27).

Except for the baseball game, the only original show of the week to find its way into the top 20 was ABC's *It's a Living*, which, with 18.7/33, ranked eighth. *Living* was against the second half of a repeat of NBC's *Hill Street Blues* (11.9/21) and a repeat of the CBS special, *Seizure: The Story of Kathy Morris* (14.8/27).

The only other original in the top 30—and just barely—was ABC's *20/20*, which tied with a repeat of CBS's *Magnum P.I.* for 29th at 14.3/26. CBS's *Walter Cronkite's Universe* was again a low scorer at 10.1/21, ranking 56th for the week.

ABC won Tuesday, Thursday and Saturday nights, NBC took Wednesday as well as Sunday and CBS took Monday and Friday.

The First 20

1.	*Facts of Life*	NBC	21.7/37
2.	*Major League All-Star Game*	NBC	20.1/36
3.	*Three's Company*	ABC	20.1/36
4.	*Diff'rent Strokes*	NBC	19.7/36
5.	*Hart to Hart*	ABC	19.4/35
6.	*Dukes of Hazzard*	CBS	19.0/37
7.	*Trapper John, M.D.*	CBS	18.8/33
8.	*It's A Living*	ABC	18.7/33
9.	*M*A*S*H*	CBS	18.1/32
10.	*Quincy, M.E.*	NBC	18.0/32
11.	*60 Minutes*	CBS	17.5/38
12.	*The Jeffersons*	CBS	17.4/29
13.	*Lou Grant*	CBS	17.1/32
14.	*Barney Miller* (special)	ABC	16.5/34
15.	*Dallas*	CBS	16.5/31
16.	*Happy Days*	ABC	16.4/34
17.	*House Calls*	CBS	16.2/28
18.	*Laverne & Shirley*	ABC	16.0/32
19.	*Love Boat*	ABC	15.9/32
20.	*Fantasy Island*	ABC	15.9/31

The Final Five

61.	*Bulba*	ABC	9.3/16
62.	*Games People Play*	NBC	8.3/16
63.	*Eight Is Enough*	ABC	8.2/16
64.	*CBS Reports: What's Good for General Motors*	CBS	7.2/15
65.	*Those Amazing Animals*	ABC	6.2/13

The it Eraser-Splice Locator

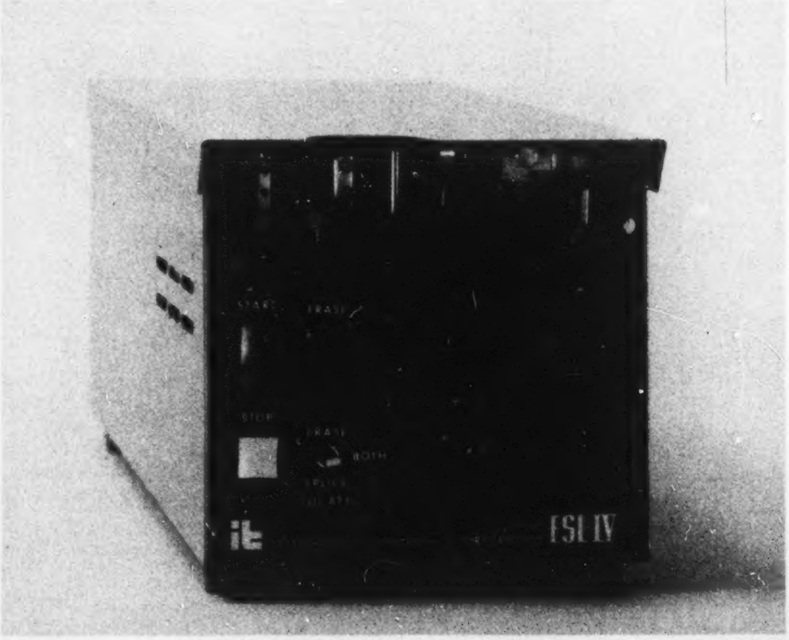
The only machine to combine precise splice locating and cartridge erasing in a single, automatic operation. Just insert the cartridge, and press "START." The tape is bulk erased while cartridge is running. Then, the splice is located. 2 year warranty. Only $720.

CALL TOLL-FREE
800-447-0414

Ask about our no-risk, 30-day trial order. Call collect from Illinois, Alaska, Hawaii: (309) 828-1381.

INTERNATIONAL TAPETRONICS CORPORATION
2425 South Main Street, Bloomington, Illinois 61701

Marketed exclusively in Canada by McCurdy Radio Industries, Ltd., Toronto



BEST AVAILABLE COPY

Business

Shape of network things to come

Segal of Bates sees networks dropping off in next 10 years to pay services and independents; he sees networks doing good upfront business this year

One of the advertising community's luminaries last week shed some light on the subject of the television networks' present and future. Ted Bates senior vice president, director of network TV/radio division, Joel Segal, gave New York security analysts his view of the upfront selling season, as well as his projections for the changes in audience viewing patterns that will accrue from cable's expansion. The bottom line that seemed to most impress Segal's Wall Street audience was that while he thinks viewing of network prime time programs will be seriously undermined in pay cable homes over the next 10 years, he believes that network television will still provide "the best reach" for basic advertisers.

Segal

Segal's projection for 10 years out is that by 1992, cable will be available to 95% of television homes, with 27% of those homes taking basic-only service, another 33% taking pay cable services, with maybe 6% more getting pay service through STV or MDS. In all, Segal estimates that two-thirds of television homes will then pay for some form of nonbroadcast television. Analyzing viewing patterns, Segal calculates that by 1992, the networks in prime time will garner a 75 share in noncable homes, 70 in basic-only homes, and only a 50 share in pay homes; giving the networks a total share of 65. That compares with Segal's estimate for 1982 of the following figures for network share: noncable—84 share; basic-only homes—77; pay cable—60; for a total network prime time share of 78. (Segal noted that all those figures are diluted shares calculated to a 100 base. Using duplicated ratings, with a 105 base, would boost the three network share to 82 in 1982.)

The network decline in noncable homes will be attributable to increased performance by independents, Segal said, agreeing with an analyst that his 1992 figures of a 75 network share in noncable homes and a 65 total share showed "only a 10% dilutive impact to the networks in prime time" due to cable inroads.

Of more immediate concern was Segal's information about upfront selling. He anticipates that ABC will end the upfront selling season 66% sold out, CBS 60% sold and NBC 70% sold. ABC, he noted, has said it's closing the door on upfront sales, and though he later characterized that action as "bravado" designed largely to "bluff a few fools" into making quick buys, he suggested it is also a reflection of

Six-month summary. Advertisers spent $2,629,169,500 in network television in the first six months of 1981, according to estimates compiled by Broadcast Advertisers Reports and released last week by the Television Bureau of Advertising. The total represented a gain of 4.5% over their spending in the first half of 1980.

Nighttime accounted for $1,745,879,400, a gain of 5.2%, and daytime for $883,290,100, up 3.1% over last year's first half. ABC-TV's total was put at $949,167,300, CBS-TV's at $886,925,000 and NBC-TV's at $803,077,200.

April-June

	1980	1981	% chg.
Daytime	$411,803,500	$438,804,500	+6.6
Mon.-Fri.	292,217,700	310,949,000	+6.4
Sat.-Sun.	119,585,800	127,855,500	+6.9
Nighttime	817,709,700	930,937,800	+6.8
Total	$1,283,513,200	$1,369,742,300	+6.7

January-June

	1980	1981	% chg.
Daytime	$856,408,300	$883,290,100	+3.1
Mon.-Fri.	585,885,700	600,329,500	+2.5
Sat.-Sun.	270,522,600	282,960,600	+4.6
Nighttime	1,659,184,600	1,745,879,400	+5.2
Total	$2,515,592,900	$2,629,169,500	+4.5

By Network

Quarter	ABC	CBS	NBC	Total
Jan.-March	$437,390,900	$423,193,800	$398,842,500	$1,259,427,200
Apr.-June	501,776,400	463,731,200	404,234,700	1,369,742,300
Year-to-date	$949,167,300	$8[illegible]3,925,000	$803,077,200	$2,629,169,500

America wants a Cable Channel that costs less.

Research shows that 46% of non-subscribers think pay cable TV costs too much.*

But HTN can help you hook up those homes.

Call 1-207-774-0300 and find out how adding HTN can help you sell some of your toughest prospects.

*Benton & Bowles, 1980.

We can open a lot of doors for you.

HTN
HOME THEATER NETWORK

greater for Portage than Kalamazoo, he said. AirBorne's proposal, with 100% integration of its eight principals, was substantially superior to Sear's quantitative integration, and merited slight preference over Sear for proposing use of auxiliary emergency power. Action July 17.

Allocations

■ Mountain Home and Marshall, both Arkansas, and Thayer and Birch Tree, both Missouri—Assigned 104.3 mhz to Marshall, Ark., as its first FM assignment; substituted 99.3 mhz for 107.1 mhz at Thayer, Mo., as its first FM assignment; assigned 107.1 mhz to Birch Tree, Mo., as its first FM assignment, effective September 22 (BC Doc. 79-155). Action July 20.

■ Show Low, Ariz.—Assigned 96.5 mhz to Show Low, Ariz., as its second FM assignment effective September 22 (BC Doc. 80-478). Action July 20.

■ Carnelian Bay and South Lake Tahoe, both California, and Incline Village, Nev.—In response to comments filed by Emerald Broadcasting Co., proposed substitution 93.9 mhz and 102.9 mhz for 100.1 mhz and 103.1 mhz at South Lake Tahoe, Calif., and modifying the licenses of South Lake Tahoe stations KRLT(AM)-KTHO(FM); substituting 100.1 mhz for 93.5 mhz at Incline Village, Nev., and permitting applicants for ch. 228 to amend their applications to specify ch. 261; and substituting 103.7 mhz for 101.7 mhz at Carnelian Bay, Calif., and modifying license of Carnelian Bay station WEZC, to specify operation on channel 279, comments due September 28, replies October 19. (BC Doc. 80-522). Action July 20.

■ Temecula, Calif.—Assigned 88.9 mhz to Temecula, Calif., as its first noncommercial FM assignment, effective September 28 (BC Doc. 81032). Action July 22.

■ Brookville and Versailles, both Indiana—In response to comments filed by Twin Forks Inc., and opposition filed by WCNB-AM-FM Connersville, Ind., regarding proposed deletion of 103.1 from Versailles, and reassignment of that channel to Brookville, Ind.; Broadcast Bureau has requested that Twin Forks submit further information regarding its ability to provide a 70 dbu signal over Brookville and include in its showing specific technical data to supports its conclusions, comments due September 28, replies October 19 (BC Doc. 80-567). Action July 22.

■ Hays, Junction City and Abilene, all Kansas—In response to counter proposal filed by KABI Inc., licensee of commonly-owned stations KABI-AM-FM Abilene, proposed assigning 99.5 mhz to Hays, 98.5 mhz to Abilene and deleting 98.3 mhz at Junction City, Kan., comments due September 28 and replies October (BC Doc. 80-563). Action July 20.

Low Power

■ The following low-power TV applications have been accepted for filing and given notice of cut-off date:

■ Thomasville, Ala.—Karl Schledwitz and Bud Davis for ch. 6 (BPTVL-810512IA).

■ Chignik Lake, Alaska—Chignik Lake Village Council for ch. 13 (BPTVL-810515IF).

■ Douglas, Ariz.—Dennis H. Owen for ch. 3 (BPTVL-810603IG).

■ Flagstaff, Ariz.—Edward M. Johnson for ch. 198-204 mhz (BPTVL-810528IA).

■ Flagstaff, Ariz.—Robert B. and Rogert G. Blow for ch. 4 (BPTVL-810603II).

■ Flagstaff, Ariz.—Seattle Community Television Inc. for ch. 9 (BPTVL-810331JA).

■ Holbrook, Ariz.—Karl Schledwitz and Bud Davis for ch. 12 (BPTVL-810601IL).

■ Fort Bragg, Calif.—Quentin L. and Deborah D. Breen for ch. 51 (BPTVL-8106221D).

■ Goleta, Calif.—Guy S. Erway for ch. 26 (BPTTL-8105061A).

■ Oroville, Calif.—Richard, Evan W. and Rose A. Weiss for ch. 18 (BPTTL-810413IM).

■ Craig, Colo.—KUTV Inc. for ch. 52 (BPTTL-810519IE).

■ Glenwood Springs/Rural Garfield County, Colo.—KUTV Inc. for ch. 65 (BPTTL-810519IH).

■ Grand Valley, Colo.—KUTV Inc. for ch. 45 (BPTTL-810519IJ).

■ Meeker, Colo.—KUTV Inc. for ch. 46 (BPTTL-810519ID).

■ New Castle/Rural Garfield County, Colo.—KUTV Inc. for ch. 36 (BPTTL-810519IG).

■ Parachute, Colo.—Sky-Window TV Inc. for ch. 3 (BPTVL-810609IB).

■ Parachute, Colo.—Sky-WindowTV Inc. for ch. 11 (BPTVL-810609IA).

■ Rangely, Colo.—KUTV Inc. for ch. 39 (BPTTL-810519IF).

■ Rifle/Rural Garfield County—KUTV Inc. for ch. 57 (BPTTL-810519II).

■ Key West, Fla.—Edward M. Johnson for ch. 8 (BPTVL-810528ID).

■ Key West, Fla.—Robert B. and Robert G. Blow for ch. 13 (BPTVL-810603IM).

■ Vero Beach, Fla.—Robert B. and Robert G. Blow for ch. 10 (BPTVL-810601IC).

■ Vero Beach, Fla.—Edward M. Johnson for ch. 4 (BPTVL-810528IE).

■ Waycross, Ga.—Dennis H. Owen for ch. 2 (BPTVL-810608IA).

■ Moscow, Idaho—Carl S. Bozman for ch. 9 (BPTVL-810518IG).

■ Twin Falls, Idaho—Edward M. Johnson for ch. 5 (BPTVL-810528IB).

■ Twin Falls, Idaho—Robert B. and Robert G. Blow BPTVL-810603IH).

■ Streator, Ill.—Karl Schledwitz and Bud Davis for ch. 10 (BPTVL-810526IF).

■ Terre Haute, Ind.—TV American Corp. for ch. 54 (BPTTL-810409YO).

■ Wabash, Ind.—Dennis H. Owen for ch. 3 (BPTVL-810605IC).

■ Ottumwa, Iowa—Dennis H. Owen for ch. 15 (BPTTL-810608IC).

■ Chanute, Kan.—Dennis H. Owen for ch. 8 (BPTVL-810605IH).

■ Calais, Me.—Karl Schledwitz and Bud Davis for ch. 6 (BPTVL-810607IO).

■ Houlton, Me.—Karl Schledwitz and Bud Davis for ch. 25 (BPTTL-810605IK).

■ Millinockett, Me.—Dennis H. Owen for ch. 11 (BPTVL-810605IB).

■ Alpena, Mich.—Dennis H. Owen for ch. 13 (BPTVL-810603IB).

■ Brainerd, Minn.—Dennis H. Owen for ch. 2 (BPTVL-810605IA).

■ Little Falls, Minn.—Gannett Co. for ch. 16 (BPTTL-810611IB).

■ Clarksdale, Miss.—Karl Schledwitz and Bud Davis for ch. 8 (BPTVL-810512IB).

■ Bloomfield/Dexter, Mo.—Country Broadcasting Co. for ch. 34 (BPTTL-810420IC).

■ Kirksville, Mo.—KTVO Inc. for ch. 40 (BPTTL-810422ID).

■ Roila, Mo.—Karl Schledwitz and Bud Davis for ch. 7 (BPTVL-810526II).

■ Kalispell, Mont.—Dennis H. Owen for ch. 2 (BPTVL-810605IF).

■ Miles City, Mont.—Debra M. Kamp for ch. 8 (BPTVL-810622IE).

■ Farmington, N.M.—Edward M. Johnson for ch. 2 (BPTVL-810528IC).

Call Letters

Applications

Call	*Sought by*
	New AM's
KGVY	Crystal Sets Inc., Green Valley, Ariz
KGSF	George S Flinn Jr, Kellogg, Idaho
KLTN	Spanish Community Radio Inc., Los Ranchos de Albuquerque, N.M.
	New FM's
KWOZ	Mountain View Broadcasting Corp., Mountain View, Ark.
WTBB	Townsend Broadcasting Corp., Bonifay, Fla
WIDG-FM	Mighty-Mac Broadcasting Co., St Ignace, Mich.
KICA-FM	KICA Inc., Clovis, N.M
KLNS	Hispanic Media Enterprises Inc., Rio Grande City, Tex.
	New TV's
KXLI	L.E.O. Broadcasting Inc., St. Cloud, Minn.
WXXA-TV	Albany TV 23 Inc., Albany, N.Y
	Existing AM's
KNST	KMGX Kansas City, Mo
WMDO	WDON Wheaton, Md
KCTN	KLLL Lubbock, Tex
	Existing FM's
KBCN	KHVN Anchorage, Alaska
WNFY	WIYD-FM Palatka, Fla.
WKHX	WBIE Marietta, Ga
WZVN	WLCL-FM Lowell, Ind.
KCDQ	KMZK Belgrade, Mont
KMRB-FM	KHLB-FM Burnet, Tex
	Existing TV
KSHB-TV	KBMA-TV Kansas City, Mo

Grants

Call	*Assigned to*
	New AM
WCRR	Mid-Hudson Broadcasting Inc., Cornwall, N.Y.
	New FM's
KJON	Bonneville Broadcasting Co., Booneville, Ark.
WFEX	Feliciana Broadcasting Inc., Clinton, La.
WOCQ	Musicradio of Maryland Inc., Berlin, Md.
WOBO	WCNE Educational Community Radio Inc., Batavia, Ohio
KTRS	Wyomedia, Casper, Wyo.
	Existing AM
WJAS	WKTQ Pittsburgh
	Existing FM's
WVBS-FM	WPJC Burgaw, N.C.
KKXL	KKDQ Grand Forks, N.D
WBZZ	WKOI Pittsburgh

Summary of broadcasting

FCC tabulations as of June 30, 1981

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,615	3	1	4,619	121	4,740
Commercial FM	3,322	2	0	3,324	170	3,494
Educational FM	1,105	0	1	1,106	66	1,172
Total Radio	9,042	5	2	9,049	357	9,406
Commercial TV						
VHF	521	1	0	522	6	528
UHF	242	0	0	242	109	351
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,022	4	7	1,033	138	1,171
FM Translators	8	0	0	8	16	24
TV Translators						
UHF	2,616	0	0	2,616	220	2,836
VHF	1,410	0	0	1,410	480	1,890

**Special temporary authorization*

***Includes off-air licenses*

Spot TV: The business is booming
Gavel to gavel on RPC IV

Broadcasting Aug 24

The News Magazine of the Fifth Estate □ Vol. 101 No. 8 50th Year □ 1981

8/25/81 C 1750 1

KAWASAKI
WASAKI

RENEWED FOR ITS FIFTH SEASON!

YOU'LL BE HEARING MORE FROM US...

MGM TELEVISION

20014SCHWAQ6681 PIA JUN/82
A C SCHWARZ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
WASHINGTON DC 20014

The First 50 Years Of Broadcasting

1975
□
PAGE 53

BEST AVAILABLE COPY

The Week in Brief

TOP OF THE WEEK

SPOT'S GOING OUT OF SIGHT ☐ Buying for national spot and local TV is barrelling along 13%-15% ahead of last year with this year possibly topping $3 billion mark. **PAGE 19.**

SPELLING CHASTISES ☐ Producer takes Hollywood production community to task for skyrocketing programing costs. He also warns against deserting the networks for new technologies. **PAGE 20.**

BACK TO SCHOOL ☐ CTAM prepares for its fifth annual conference—this one at Harvard—with a program that includes lessons in advertising, addressability and marketing. **PAGE 20.**

DEAL DONE ☐ Westinghouse-Teleprompter merger clears court hurdle and the $646-million deal is consummated in New York. **PAGE 21.**

ADULT BATTLEGROUND ☐ The announcement in Atlanta that *Playboy* has become 50% partner in Escapade cable programing service, puts it in head-to-head competition with the proposed PET network from *Penthouse*. **PAGE 22.**

SPECIAL REPORT

RPC IV ☐ The NAB's annual Radio Programing Conference posts record attendance in Chicago, but some complain sessions were boring. Exhibitors pleased with traffic. **PAGE 24.** Deregulation is a hot topic in Fowler speech and in workshop with Quello. **PAGE 25.** Format workshops cover the difference in radio. **PAGE 28.** News, information and talk tips. **PAGE 31.** Up to date on satellites and syndicators. **PAGE 34.** The latest in promotion and research. **PAGE 35.** Engineering courses. **PAGE 37.**

LAW & REGULATION

READYING FOR RIO ☐ U.S. selects delegation to November's Region 2 AM conference in Brazil. In meantime, it will try to work out differences with Cuba over high-power stations. **PAGE 38.**

MEDIA

GREATER VISIBILITY ☐ At Colorado conference, community broadcasters are told of the need to make themselves more of a force in the community and to work together. **PAGE 44.**

LATEST FROM M-G ☐ McGavren-Guild starts new national radio rep firm, Hillier, Newmark & Wechsler Radio Sales, set to begin Sept. 1. **PAGE 46.**

PROGRAMING

MATER MAD ☐ CBS executive complains that CBTV's Wildmon has not acted on his promise to allow his group's monitoring techniques to be examined. **PAGE 47.**

GALAXY GROWS ☐ Turner Broadcasting is the latest to buy time on Hughes cable satellite. **PAGE 47.**

LEAPIN' LIZARDS ☐ Columbia Pictures and Rastar Films will donate proceeds from 'Annie' opening to help fund Public Broadcasting Service stations. **PAGE 48.**

NEW FILMWAYS HEAD ☐ Company chooses Gerald Armstrong as president and chief operating officer. **PAGE 49.**

JOURNALISM

MEDIA OPINIONS ☐ 'Washington Post' poll finds a love-hate relationship between the public and the media while 46% turn to network TV for explanations of difficult stories. **PAGE 50.**

1975

THE 'BROADCASTING' YEARS ☐ The third prime-time access rule was adopted by the FCC while NAB adopted the family viewing period at the urging of FCC Chairman Richard Wiley and CBS President Arthur Taylor. Fred Silverman moved from CBS to ABC to take over that network's programing duties. NBC introduced a late-night comedy show, *Saturday Night Live* and Home Box Office decided to distribute its programing to cable systems via satellite. **PAGE 53.**

PROFILE

BUYER WITH A BUSY BACKGROUND ☐ TBS's Rod Erickson has had a long and varied career in just about all phases of the media world. It's valuable training for the president of a firm that has billings of almost $100 million. **PAGE 79.**

Index to Departments

Business Briefly 8
Changing Hands 44
Closed Circuit 7
Datebook 12
Editorials 82
Fates & Fortunes 75
For the Record 57
Intermedia 46
Monday Memo 10
Monitor 48
News Beat 51
Open Mike 17
Stock Index 40
Washington Watch 38

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ Aetna Life & Casualty 14-15 ☐ Bethlehem Steel Inside Back Cover ☐ Blackburn & Company 44 ☐ Blair TV 18 ☐ Continental Electronics 57 ☐ Firstmark Financial 50 ☐ General Motors Back Cover ☐ David Green 75 ☐ Harrington, Righter & Parsons Inc. 33, 41 ☐ International Tapetronics 46 ☐ Katz 4 ☐ MGM-TV Front Cover ☐ Petry Television 29 ☐ Polygram Inside Front Cover/Page 3 ☐ RCA 27 ☐ Cecil L. Richards 45 ☐ Signature Productions 6 ☐ Studio Center 9 ☐ William B. Tanner 77 ☐ United Press International 42-43 ☐ United States Postal Service 13 ☐ WRAL-TV 52 ☐ Warner Amex 11 ☐ Westwood One 8 ☐

RADAR reports network radio's latest ups, downs

ABC Information on top with newer networks showing growth

ABC Information has displaced ABC Contemporary as the top-ranked radio network among adults 12-plus, according to average audience ratings in the most recent RADAR report. ABC Contemporary also lost its top-ranking in average audience ratings among the high popular demographic, adults 18-34, this time to NBC's The Source. The newer networks, RKO Radio Network and Sheridan Broadcasting Network, reaped the biggest gains in per-broadcast listenership, but stayed about the same in their overall rank.

Just behind ABC Information among adults 12-plus is ABC Entertainment, which moved from third to second place during RADAR's spring rating period. Other rankings for this demographic: ABC Contemporary, third; NBC Radio Network, fourth (up from fifth), and CBS Radio Network fifth (down from fourth) in per-broadcast listenership from 6 a.m. to midnight, Monday through Sunday.

Ranking sixth through 10th in per-broadcast ratings among adults 12-plus were ABC-FM, Mutual Broadcasting System, The Source, RKO and Sheridan. ABC Contemporary suffered the biggest loss in listeners per broadcast during this rating, dropping nine percentage points. CBS suffered the second-largest drop of 5.8 points. RKO gained 28.5% in listeners per broadcast and Sheridan gained 20.2%.

In cumulative rank among adults 12-plus, NBC Radio leads the pack, followed by CBS, ABC Contemporary, ABC Information and ABC Entertainment in the top five and RKO, Mutual, ABC-FM, The Source and Sheridan, sixth through 10th. The biggest cumulative listenership gains in this category went to RKO, up 27.5%, and The Source, up 8.6. The biggest cumulative losses came from Mutual, down 5.1%, and ABC Contemporary, down 3.3%.

Trailing The Source among per-broadcast listeners 18-34 are ABC Contemporary, ABC-FM, RKO and ABC Entertainment in the top five and ABC Information, NBC Radio Network, Mutual, CBS, and Sheridan.

The biggest per-broadcast listenership gains among adults 18-34 came from RKO, up 45.1% and ABC Entertainment, up 21.1%. Losing the most per-broadcast listeners were ABC Contemporary, down 4.7%, and Mutual, down 3.4%.

ABC Contemporary took first place in cumulative listenership ratings among adults 18-34 and was followed by RKO, ABC-FM, The Source and NBC in the top five and ABC Information, ABC Entertainment, Mutual, CBS and Sheridan. The biggest cumulative listenership gains among adults 18-34 went to RKO, up 37.4%, and ABC Entertainment, up 10.3%. All other networks showed gains in cumulative listenership in this demographic.

ABC Entertainment ranks first in average per-broadcast listenership among adults 25-54. Trailing it are ABC Information, NBC, Mutual, and CBS in the top five and ABC Contemporary, ABC-FM, RKO, The Source and Sheridan. Showing the biggest per-broadcast listenership gains are Sheridan, up 32.1%, and ABC Entertainment, up 18.5%. Suffering the biggest losses were ABC Contemporary, down 20.3%, and The Source, down 8.1%.

NBC continues to rank first in cumulative listenership among adults 25-54. Following it are CBS, ABC Information, ABC Entertainment and Mutual in the top five and ABC Contemporary, RKO, ABC-FM, The Source and Sheridan. RKO and ABC Entertainment were the biggest gainers in cumulative listeners among adults 25-54, with a 23.3% gain for RKO and 7.2% gain for ABC Entertainment.

RADAR issues its surveys for radio network listenership twice each year, in the spring and fall. It tabulates one week's listening habits for 3,000 listeners and figures into its final calculations reports from each network on which programs cleared during a chosen week. It also monitors network clearances during that week.

In operation since 1969, RADAR is considered the most reliable survey of radio network listenership. Arbitron surveys network listenership but does not require network reports on programs cleared. RADAR is conducted by Statistical Research, a Westfield, N.J., firm.

Filmways picks Armstrong as new president

Filmways Inc.'s board of directors has named Gerald S. Armstrong the company's president and chief operating officer. Armstrong assumes the title of president from Richard L. Bloch, who will continue to serve as chairman and chief executive officer of Filmways.

Armstrong had joined the financially troubled company last year from Chase Manhattan Bank—a Filmways lender—where he had served as a senior vice president with the corporate banking unit. Before last week's announcement, Armstrong's position with Filmways had been executive vice president and chief operating officer.

The new president is credited with helping to strengthen the company's weak financial position.

The fiscal year that closed on Feb. 28 had been the worst in Filmways' history, with a net loss of $66.3 million posted on $141.5 million in revenues. Filmways Pictures, the former American International Pictures, which the company acquired in a 1979 merger, accounted for almost half the 1980 loss, with Grosset & Dunlap, Filmways' publishing arm, also losing money.

Ratings Roundup

A few more originals than usual were sprinkled among the repeats, but the TV network prime-time rankings for the week ended Aug. 16 were back to normal: CBS-TV was first, with an average 14.6 rating and 27.9 share, ABC-TV was second with 13.2/25.1 and NBC-TV was third with 11.9/22.5.

ABC's *20/20* was the only original broadcast to break into the top 20; it came in 12th with an 18.0/32, besting a repeat of CBS's *Knots Landing* (15.8/28) and the last hour of the NBC movie, part one of the first showing of "March or Die" (7.7/14).

Top-rated show of the week was a repeat of CBS's *Dukes of Hazzard*, which turned in a 21.4/41 against the first hour of the initial showing of the ABC movie, "I Wanna Hold Your Hand" (9.2/18 for the two hours) and the first hour of part two of "March or Die" on NBC (9.5/18).

The originals tended to cluster in the ratings. *ABC Monday Night Baseball*, the opening game of baseball's strike-created second season, ranked 38th with a 12.6/23; a CBS News special, *The Cowboy, the Craftsman and the Ballerina*, was 39th with a 12.4/23 and a National Football League preseason game on CBS was 40th with 12.3/25.

ABC won Tuesday, Thursday and Saturday nights; CBS took Monday, Friday and Sunday; NBC took Wednesday. NBC had three nights with average ratings below 10 and shares below 20: Thursday, Friday and Saturday.

The First 20

1.	*Dukes of Hazzard*	CBS	21.4/41
2.	*M*A*S*H*	CBS	19.9/35
3.	*Trapper John, M.D.*	CBS	19.8/35
4.	*Three's Company*	ABC	19.8/35
5.	*Jeffersons*	CBS	19.7/34
6.	*Too Close For Comfort*	ABC	19.1/32
7.	*Fantasy Island*	ABC	19.0/35
8.	*House Calls*	CBS	18.8/32
9.	*Dallas*	CBS	18.4/36
10.	*60 Minutes*	CBS	18.3/39
11.	*Diff'rent Strokes*	NBC	18.2/33
12.	*20/20*	ABC	18.0/32
13.	*Facts of Life*	NBC	18.0/31
14.	*Love Boat*	ABC	17.9/35
15.	*Taxi*	ABC	17.7/32
16.	*Alice*	CBS	17.7/31
17.	*Quincy, M.E.*	NBC	16.2/29
18.	*Laverne & Shirley*	ABC	16.0/30
19.	*CHiPs*	NBC	15.8/31
20.	*Knots Landing*	CBS	15.8/28

The Final Five

65.	*Greatest Heroes of the Bible*	NBC	7.7/15
66.	*NBC Thursday Night Movie:* "March Or Die" (Part I)	NBC	7.7/14
67.	*Those Amazing Animals*	ABC	7.4/16
68.	*Sanford*	NBC	7.1/15
69.	*NBC Reports:* "Why Poland Makes Moscow Shudder" (S)	NBC	6.6/13

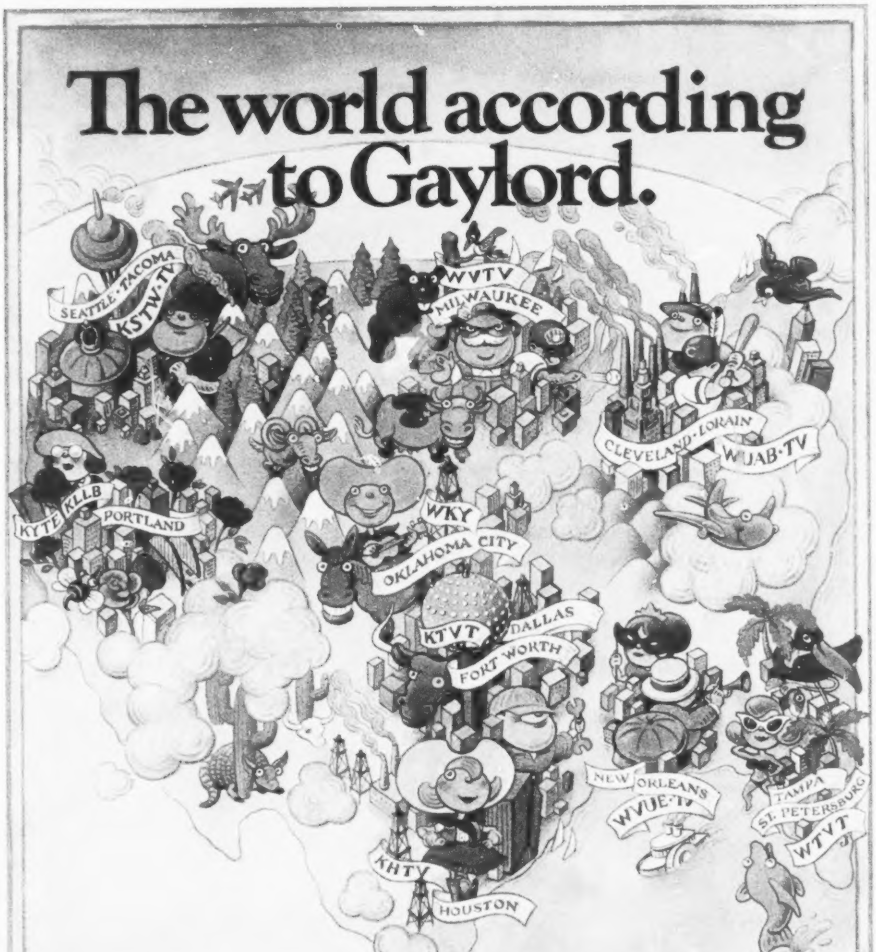
BEST AVAILABLE COPY

The new troika that will rise and fall with NBC
The upheavals that census caused in TV markets

Broadcasting Aug 31

The News Magazine of the Fifth Estate ☐ Vol. 101 No. 9 50th Year ☐ 1981

-1 8/31/81 C 1750-1 -



The world according to Gaylord.
SEATTLE-TACOMA
KSTW-TV
WVTV
MILWAUKEE
CLEVELAND-LORAIN
WUAB-TV
KYTE
KLLB
PORTLAND
WKY
OKLAHOMA CITY
KTVT
DALLAS
FORT WORTH
NEW ORLEANS
WVUE-TV
TAMPA
ST. PETERSBURG
WTVT
KHTV
HOUSTON

Who knows Houston and Dallas like a wealthy Texas oilman? Who knows New Orleans like a Creole connoisseur? And who knows as much about the blue skies over Seattle as a native Washingtonian? Gaylord, of course. Because we know our markets like the proud people who live there. Nine markets in all. From the Pacific Northwest to the sunny Southeast. That's the world of Gaylord. And we're ready to work with you.

GB

Gaylord Broadcasting Company

One of America's largest privately owned broadcasting companies.

20014SCH AQ6631 PIA JUN/82
A C SCHWARZ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
WASHINGTON DC 20014

The First 50 Years Of Broadcasting
1976
☐
PAGE 45

BEST AVAILABLE COPY

Broadcasting Sep7

The Week in Brief

TOP OF THE WEEK

SEGELSTEIN MAKES THREE ☐ Chairman Tinker picks NBC-TV's president to be vice chairman, succeeding Salant who becomes general adviser to NBC management. Appointment rounds out top management team of Tinker, Segelstein and Mulholland. **PAGE 23.**

'TIME' MARCHES ON ☐ It agrees to buy UA-Columbia's half interest in the USA Network. And Time will go for 100% ownership if proposed partner in deal, Paramount, decides not to buy other 50% held by another Gulf + Western subsidiary, Madison Square Garden Productions. **PAGE 24.**

NO PIGGYBACKING, PLEASE ☐ Chronicle Broadcasting objects to NBC's attempt to eliminate PTAR entirely by enlarging on San Francisco broadcaster's petition for excision of off-network provision of rule. **PAGE 25.**

NAB PLANNING ☐ Executive committee works on positions it will take at October meeting with Canadian and Mexican broadcasters, authorizes directional antenna book, urges FCC action on AM stereo. **PAGE 25.**

ARBITRON RERANKING ☐ New market-by-market estimates of TV homes reflect extensive changes and some restructuring of ADI's. **PAGE 26.**

CARIBBEAN CONFLICT ☐ Talks about mutual AM interference problems between U.S. and Cuba are cordial. But American negotiators are upset about *New York Times* story that U.S. plans agency to beam special broadcasts to island nation. **PAGE 27.**

BUSINESS

CTAM IN BOSTON ☐ It was learning experience in building for tomorrow at conference of Cable Television Administrative and Marketing Society last week. **PAGE 28.** Keynoter Daniel Bell warns against promising too much too soon. **PAGE 29.** Track Day offers sessions on advertising, addressability, tier marketing and potential information services. **PAGE 29.** Capsule reports on CTAM workshops. **PAGE 30.** Ted Turner vows fight to death in cable news. **PAGE 31.** Representatives of new technologies explain how they will interact with cable. **PAGE 32.**

MEDIA

PFISTER'S GOALS ☐ Selection of Dallas broadcaster as CPB president is well received. He says first objectives will be to bring more harmony into public broadcasting and create greater awareness of it in Americans. **PAGE 34.**

MIAMI BEACH PLANNING ☐ NRBA expects convention attendance to match last year's despite travel difficulties and slower economy. **PAGE 34.**

TECHNOLOGY

RETURN FIRE ON DBS FRONT ☐ Two applicants rebut STC's claim that their applications were incomplete and unacceptable for filing. **PAGE 37.**

PROGRAMING

DAY OF DECISION ☐ Sept. 10 is when College Football Association votes on own TV package with NBC. It could mean whole new ball game for college rights. **PAGE 38.**

ANOTHER SOUND ☐ Satellite Music Network set to begin its 24-hour radio service today. **PAGE 38.**

HARD LINE AGAINST HARD-R ☐ Morality in Media turns its guns on cable material it considers indecent. **PAGE 40.**

LAW & REGULATION

AT LOGGERHEADS OVER LOGOS ☐ NAB contends new law mandates that FCC change rules allowing public TV to show symbols of corporate underwriters. NAPTS and PBS claim NAB is making false assumption. **PAGE 41.**

ATLANTA CAMERA BAN ☐ Local press club will ask state supreme court to alter basic guidelines that permitted ruling against TV coverage of Williams trial. **PAGE 42.**

1976

THE 'BROADCASTING' YEARS ☐ Jimmy Carter made it to the White House, thanks in part to TV debates with Gerald Ford. The family-viewing concept was vetoed in the courts and thrown back to the FCC. ABC-TV went from rags to riches in the prime-time ratings. **PAGE 45.**

PROFILE

CHEERS FROM THE OUTPOSTS ☐ Ray Timothy has served in the trenches at four NBC-owned outlets. That's one reason affiliates feel they will enjoy a special kinship with the new president of NBC-TV network. **PAGE 71.**

Index to departments

Bottom Line............ 32
Business Briefly.......... 8
Changing Hands......... 35
Closed Circuit............ 7
Datebook............... 13
Editorials.............. 74
Fates & Fortunes........ 67
For the Record.......... 50
In Sync................. 37
Monday Memo........... 20
Monitor................ 39
Open Mike.............. 16
Playback............... 38
Stock Index............. 33
Washington Watch....... 41

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ BBI Communications Inc. 17 ☐ Blackburn & Co. 36 ☐ Blair Television 9 ☐ Broadcast Electronics 18 ☐ Broadcast Personnel 67 ☐ Continental Electronics 34, 38 ☐ Gaylord Broadcasting Co. Front Cover ☐ Harris Inside Front Cover/Page 3 ☐ Infocom Broadcast Services Inc. 8 ☐ Joelton Church of Christ 4 ☐ Madison Square Garden Productions 44 ☐ Media People 32 ☐ Multimedia Program Productions 6 ☐ NEC Back Cover ☐ Osmond Productions 21 ☐ Reel Formats 40 ☐ SFM Holiday Network 22 ☐ Satellite Communications Network Inside Back Cover ☐ Howard Stark 37 ☐ Strand Broadcast Services 39 ☐ TM Programming 10 ☐ William B. Tanner 69 ☐ TeleRep Inc. 19 ☐ WPRO 11 ☐ Warner Amex 15 ☐ World Northal Television 12-13 ☐

behind FM," said Krasnow, who also cited results from a recent listeners survey presented at NAB's Radio Programing Conference (BROADCASTING, Aug. 24).

As expected, the executive committee canceled the meeting NAB's joint board of directors had tentatively planned to hold this month. It set Oct. 18 for a Capitol Hill reception for Edward O. Fritts, NAB's new joint board chairman.

Changes abound in Arbitron rankings

In latest market-by-market list of TV homes, top 13 remain the same, but after that there's much switching; four ADI's no longer measured separately

Arbitron Television's new market-by-market estimates of TV homes, released last week, result in extensive changes in market rankings, some large and some small, throughout the 211 areas of dominant influence, or ADI's ("Closed Circuit," Aug. 24).

The new estimates, developed from total-homes estimates provided by Market Statistics Inc. and based on 1980 census data, are projected to Jan. 1, 1982, and will be used by Arbitron in its local audience measurements starting in October. They replace estimates made as of Jan. 1 of this year and used in Arbitron's May and July sweeps (BROADCASTING, June 15).

The new estimates total 81,486,300 U.S. TV homes, 2.9% more than those used in May and July.

Four ADI's that were in the earlier list are missing from the new one. Anchorage, which had ranked 170th, is no longer being measured by Arbitron. Charlottesville, Va., which had been 198th, is now part of the Richmond, Va., ADI (56th). Dubuque, Iowa, which was 200th, becomes part of Cedar Rapids/Waterloo (77th). And Flagstaff, Ariz., which was 209th, becomes part of the Phoenix ADI (25th). One new ADI emerges this year—Sarasota, Fla., which had previously been included in the Tampa-St. Petersburg market.

Rankings of the top 13 markets remain unchanged from the earlier estimates, but four others in the top 20 do change, two by two positions, two by one position. In the 21-30 ADI group there are six changes. Between 31 and 40 there are four, and between 41 and 50 there are six. In each group of 10 ADI's from that point on, changes predominate (see table).

A.C. Nielsen Co. is currently developing its new market-by-market estimates, which officials said will be ready shortly after Sept. 1.

In the following table, "old" rank is from the estimates used for the May and July sweeps. The "new" rank and estimates are those to be used beginning in October.

New rank	*Old rank*	*Market*	*New TV Households*
1	1	New York	6,410,900
2	2	Los Angeles	4,140,000
3	3	Chicago	2,968,100
4	4	Philadelphia	2,385,800
5	5	San Francisco	1,959,000
6	6	Boston	1,878,600
7	7	Detroit	1,661,400
8	8	Washington	1,465,800
9	9	Cleveland	1,394,800
10	10	Dallas-Ft Worth	1,360,800
11	11	Houston	1,276,400
12	12	Pittsburgh	1,224,900
13	13	Miami	1,106,200
14	16	Minneapolis-St. Paul	1,094,200
15	15	Seattle-Tacoma	1,087,000
16	14	Atlanta	1,085,800
17	18	St. Louis	1,024,300
18	17	Tampa-St. Petersburg	937,800
19	19	Denver	874,900
20	20	Baltimore	862,900
21	21	Sacramento-Stockton, Calif.	811,400
22	22	Indianapolis	796,700
23	23	Portland, Ore.	788,300
24	28	Hartford-New Haven, Conn.	785,000
25	24	Phoenix	731,000
26	27	Cincinnati	702,800
27	29	Kansas City, Mo.	696,700
27	25	San Diego	696,700
29	26	Milwaukee	678,700
30	30	Nashville	655,700
31	31	Buffalo, N.Y.	608,000
32	32	Charlotte, N.C.	606,400
33	34	Orlando-Daytona Beach, Fla.	597,500
34	37	New Orleans	588,400
35	35	Columbus, Ohio	580,600
36	36	Memphis	570,200
37	39	Grand Rapids-Kalamazoo-Battle Creek, Mich.	565,900
38	38	Greenville-Spartanburg, S.C.-Asheville, N.C.	551,000
39	33	Providence, R.I.-New Bedford, Mass.	548,900
40	40	Raleigh-Durham, N.C.	548,400
41	41	Oklahoma City	533,100
42	42	Louisville, Ky.	524,000
43	43	Charleston-Huntington, W.Va.	521,600
44	44	Salt Lake City	513,100
45	50	San Antonio, Tex.	491,900
46	47	Norfolk-Portsmouth-Newport News-Hampton, Va.	485,900
47	48	Birmingham, Ala.	480,700
48	49	Dayton, Ohio	472,500
49	46	Wilkes Barre-Scranton, Pa.	461,900
50	52	Albany-Schenectady-Troy, N.Y.	457,400
51	51	Greensboro-Winston Salem-High Point, N.C.	451,700
52	45	Harrisburg-York-Lancaster-Lebanon, Pa.	445,500
53	54	Flint-Saginaw-Bay City, Mich.	442,400
54	53	Little Rock, Ark.	440,400
55	56	Shreveport, La.-Texarkana, Tex.	429,700
56	59	Richmond, Va.	428,300
57	57	Tulsa, Okla.	422,900
58	58	Wichita-Hutchinson, Kan.	408,400
59	55	Toledo, Ohio	401,200
60	60	Knoxville, Tenn.	395,700
61	61	Mobile, Ala.-Pensacola, Fla.	387,500
62	63	Jacksonville, Fla.	369,100
63	65	Des Moines, Iowa	359,600
64	67	Fresno, Calif.	358,900
65	62	Roanoke-Lynchburg, Va.	352,200
66	66	Syracuse, N.Y.	350,500
67	69	West Palm Beach, Fla.	349,000
68	64	Green Bay, Wis.	347,800
69	68	Omaha	336,800
70	71	Albuquerque, N.M.	333,500
71	70	Rochester, N.Y.	329,900
72	76	Portland-Poland Spring, Me.	322,300
73	72	Davenport, Iowa-Rock Is.-Moline, Ill.	322,000
74	74	Paducah, Ky.-Cape Girardeau, Mo. Harrisburg, Ill.	320,900
75	73	Spokane, Wash.	320,300
76	75	Springfield-Decatur-Champaign, Ill.	314,000
77	79	Cedar Rapids-Waterloo, Iowa	313,500
78	82	Bristol-Kingsport-Johnson City, Tenn.	286,000
79	83	Lexington, Ky.	285,700
80	77	Chattanooga, Tenn.	280,300
81	81	South Bend-Elkhart, Ind.	277,200
82	85	Springfield, Mo.	274,900
83	78	Johnstown-Altoona, Pa.	274,400
84	80	Jackson, Miss.	271,300
85	88	Tucson, Ariz.	255,600
86	84	Lincoln-Hastings-Kearney, Neb.	247,700
87	96	Columbia, S.C.	242,100
88	90	Evansville, Ind.	240,900
89	94	Baton Rouge, La.	240,300
90	89	Huntsville-Decatur-Florence, Ala.	239,500
91	91	Youngstown, Ohio	233,300
92	86	Austin, Tex	229,300
93	92	Springfield, Mass.	227,000
94	97	Ft. Wayne, Ind.	219,400
95	87	Peoria, Ill.	218,600
96	93	Lansing, Mich.	213,900
97	98	Sioux Falls-Mitchell, S.D.	209,400
98	104	Fargo, N.D.	209,300
98	95	Waco-Temple, Tex.	209,300
100	100	Burlington, Vt.-Plattsburgh, N.Y.	207,700
101	99	Greenville-New Bern-Washington, N.C.	203,300
102	101	Colorado Springs-Pueblo	197,900
103	111	Savannah, Ga.	192,500
104	103	Madison, Wis.	190,800
105	107	Las Vegas	190,200
106	102	El Paso, Tex.	187,200
107	105	Augusta, Ga.	187,100
108	106	Rockford, Ill.	185,600
109	109	Columbus, Ga.	183,300
110	114	Monroe, La.-El Dorado, Ark.	179,300
111	113	Charleston, S.C.	178,900
112	108	Salinas-Monterey, Calif.	178,500
113	120	Lafayette, La.	178,000
114	112	Amarillo, Tex.	174,600
115	110	Duluth, Minn.-Superior, Wis.	173,400
116	115	Santa Barbara-Santa Maria-San Luis Obispo, Calif.	170,100
117	117	Joplin, Mo.-Pittsburg, Kan.	168,900
118	117	Wheeling-Steubenville, W. Va.	166,500
119	123	Montgomery, Ala.	165,700
120	128	Eugene, Ore.	163,500
121	124	Yakima, Wash.	163,300
122	122	Ft. Myers-Naples, Fla.	161,700
123	116	Terre Haute, Ind.	161,200
124	119	Beaumont-Port Arthur, Tex.	160,300
125	120	Wichita Falls-Lawton, Tex.	157,900
126	130	Wilmington, Del.	157,000
127	126	La Crosse-Eau Claire, Wis.	156,500
128	134	Tallahassee, Fla.	156,000
129	132	McAllen-Brownsville, Tex.	154,700
130	131	Corpus Christi, Tex.	154,200
131	125	Sioux City, Iowa	152,800
132	127	Wausau-Rhinelander, Wis.	151,200
133	129	Binghamton, N.Y.	147,500
134	137	Traverse City-Cadillac, Mich.	146,600
135	135	Reno	146,000
136	142	Bluefield-Beckley-Oak Hill, W. Va.	145,800
137	136	Erie, Pa.	145,400

New rank	*Old rank*	*Market*	*New TV Households*
138	138	Lubbock, Tex.	145,100
139	140	Macon, Ga.	144,300
140	141	Boise, Idaho	141,500
141	149	Topeka, Kan.	139,600
142	138	Rochester, Minn.-Mason City, Iowa-Austin, Minn.	138,500
143	144	Columbus-Tupelo, Miss.	138,400
144	142	Chico-Redding, Calif.	131,400
145	145	Minot-Bismarck-Dickinson, N.D.	131,300
146	146	Quincy-Hannibal, Mo.	128,500
147	132	Columbia-Jefferson City, Mo.	124,700
148	148	Odessa-Midland, Tex.	124,300
149	147	Ft. Smith, Ark.	120,700
150	151	Bakersfield, Calif.	120,300
151	154	Bangor, Me.	119,300
152	155	Medford, Ore.	115,800
153	152	Missoula-Butte, Mont.	112,200
154	153	Abilene-Sweetwater, Tex.	111,500
155	150	Albany, Ga.	109,100
156	156	Utica, N.Y.	100,700
157	160	Florence, S.C.	98,800
158	—	Sarasota	95,000
159	158	Idaho Falls-Pocatello	93,300
160	157	Tyler, Tex.	92,000
161	166	Rapid City, S.D.	87,600
162	161	Laurel-Hattiesburg, Miss.	83,000
163	159	Elmira, N.Y.	82,000
164	169	Alexandria, La.	81,800
165	165	Panama City, Fla.	80,400
166	164	Alexandria, Minn.	79,300
167	162	Salisbury, Md.	79,200
168	174	Billings-Hardin, Mont.	75,800
169	163	Clarksburg-Weston, W. Va.	75,500
170	168	Dothan, Ala.	74,600
171	167	Watertown-Carthage, N.Y.	74,500
172	173	Lake Charles, La.	71,600
173	176	Gainesville, Fla.	70,300
174	175	Ardmore-Ada, Okla.	69,100
175	181	Greenwood-Greenville, Miss.	66,600
176	172	Jonesboro, Ark.	66,000
177	177	Great Falls, Mont.	63,900
178	178	El Centro-Yuma, Ariz.	58,000
179	180	Biloxi-Gulfport-Pascagoula, Miss.	57,400
180	183	Eureka, Calif.	54,900
181	181	Palm Springs, Calif.	54,600
182	171	Meridian, Miss.	54,300
183	184	Casper-Riverton, Wyo.	53,000
184	182	Marquette, Mich.	52,400
185	187	Roswell, N.M.	52,300
186	186	Grand Junction, Colo.	49,900
187	179	Cheyenne, Wyo.	49,500
188	188	Tuscaloosa, Ala.	48,700
189	185	St. Joseph, Mo.	47,600
190	195	Harrisonburg, Va.	46,200
191	189	Jackson, Tenn.	44,000
192	193	Lafayette, Ind.	41,200
193	199	Bowling Green, Ky.	40,800
194	190	Anniston, Ala.	40,700
195	192	Lima, Ohio	39,400
196	194	Mankato, Minn.	37,400
197	197	San Angelo, Tex.	34,900
198	196	Parkersburg, W. Va.	34,500
199	204	Ottumwa, Iowa-Kirksville, Mo.	30,400
200	203	Twin Falls, Idaho	30,300
201	200	Zanesvilla, Ohio	30,000
202	205	Presque Isle, Me.	29,100
203	202	Laredo, Tex.	28,900
204	206	Farmington, N.M.	26,000
205	211	Selma, Ala.	25,500
206	207	Bend, Ore.	24,000
206	208	Victoria, Tex.	24,000
208	212	Helena, Mont.	16,700
209	210	North Platte, Neb.	15,800
210	213	Alpena, Mich.	15,100
211	214	Miles City-Glendive, Mont.	10,800

U.S.-Cuba hold AM interference discussions

Talks in Washington seem to be proceeding in 'friendly' manner; U.S. team upset over 'Times' article on proposed station to broadcast to Cuba

U.S. and Cuban officials met at the State Department last week in delicate and difficult talks involving problems of mutual AM interference. The talks, which began on Monday and ended on Friday, were described by U.S. officials as encouraging, and as being carried on in a "friendly" atmosphere. But a *New York Times* report on Thursday that the U.S. is considering the establishment of a radio station to broadcast to Cuba about its internal developments for a time had members of the U.S. team in the talks worried.

The talks were the second between the two countries as they prepared for the western hemisphere conference to begin in Rio de Janeiro in November on developing a regional plan for use of the AM band. Cuba poses a particular problem for the U.S. because it proposes to establish 188 new AM stations, many of them of high power, and many apt to cause interference to U.S. stations.

The initial bilateral talks, in Havana, in April, provided the Americans who participated no grounds for optimism. Proposals that the Cubans lower power and employ directional antennas were received coolly. The Cubans contended that the "only" solution to the interference problem was adoption of the proposal to reduce AM channel spacing from 10 khz to 9 khz and thus open up 12 new channels (BROADCASTING, April 13). Increasing the pressure on the Americans as the date for the new talks approached was the fact that the U.S. has now turned its back on the 9 khz proposal.

Nevertheless, the talks last week were said to have gotten off to a good start. The opening statements, by Kalmann Schaefer, who is assistant to FCC Chairman Mark Fowler for international communications and who will lead the U.S. delegation to Rio, and Manuel Yepe, who headed the Cuban team, set what was described as a cordial tone. Schaefer on Thursday said "both delegations have been receptive and forthcoming in identifying viable technical options for resolving or minimizing mutual interference problems."

Thus, the Cubans have complaints about interference as do the Americans. Although officials declined during the talks to discuss the contents in any detail, it was understood the Americans were continuing to suggest that lower-power, directional antennas and realignment of stations are among the answers to how Cuban stations could cover the island without interfering with stations in the U.S. and elsewhere in the hemisphere. One of the Americans involved said proposals "go far beyond those." He also indicated that suggestions offered by the Cubans would mean changes in the service of some U.S. stations. "To what extent U.S. stations will be affected [to deal with interference to Cuban stations] will be set out later," he said.

No decisions were made during the talks. But, Schaefer said, "to agree on options [for resolving incompatibilities], you need a common technical language. We're developing that language." A member of the U.S. team agreed: "Both sides have a desire to improve the situation, and progress is being made. We'll take this a step at a time." A press release to be issued today (Monday) simply described the talks as "constructive and in many ways encouraging."

But clouding the generally sunny attitude was the story in the *Times*, attributed to Reagan administration "officials," regarding the consideration allegedly being given to the creation of "a separate agency for broadcasts to Cuba about internal developments and other news being censored in the Cuban press." The story even reported a possible name for the station—"Radio Broadcasting to Cuba." (Senator Jesse Helms [R-N.C.], who is chairman of the Senate Foreign Relations subcommittee on the western hemisphere, introduced legislation in June to designate all Voice of America broadcasts to Cuba "Radio Free Cuba.")

The leaking of the story during the week in which the talks with the Cubans were under way (it appeared on a day when the talks were in recess) dismayed and shocked the Americans involved. "It sure doesn't help prospects for the discussions," one official said. Even apart from the possible impact on the talks with the Cubans, one State Department official said it was "stupid" to have aired talk of the new enterprise once plans were evidently in a very early and tentative stage. He said the project could be derailed by any of a number of obstacles. "And if you don't do it, you look foolish."

The *Times* said the proposed broadcasts to Cuba would be similar to those of Radio Free Europe to Eastern Europe and Radio Liberty to the Soviet Union, and are "one of the priority projects under study to demonstrate firmness toward Cuban activities in the western hemisphere and elsewhere."

However, the Americans were breathing easier following the final session on Friday. The *Times* story had not been discussed. U.S. officials in the Cuban talks feared word of the project could torpedo efforts to resolve a problem that is of major concern to U.S. broadcasters. They note that Cuba has made clear its annoyance with the current level of VOA broadcasts to the island. VOA's 50 kw station on Marathon Key, in Florida, is frequently mentioned by the Cubans when Americans express concern about Cuba's plans to put two 500 kw stations on the air.

Next in line for moral scrutiny: cable programing

Morality in Media kicks off campaign for state, local laws against offensive material

Morality in Media, a New York-based organization claiming 50,000 members nationwide, has launched a campaign against cable-TV programing it considers indecent.

The group, led by the Rev. Morton Hill, S.J., is pushing for local and state laws that would ban "patently offensive" material from cable.

According to Hill, "We're concerned about the sex industry and its move into cable."

Through Bruce Eberle & Associates, handling Morality in Media's direct mail and fund-raising campaigns, 150,000-200,000 letters are going out with former Dallas Cowboys quarterback Roger Staubach as spokesman. The mailing includes a postcard to be sent to local mayors and also asks for contributions to the cause.

In addition, Hill soon plans a nationwide trip to address about 30 "town meetings" to stir up grass-roots action and gain media coverage. Financing for the current effort is said to have come from contributions received after a direct-mail test last March to 44,000 people.

Hill will be presenting the local gatherings with a "model ordinance" against "indecent material" on cable.

Paul J. McGeady, Morality in Media's general counsel, said the model ordinance is based on a proposed bill to ban indecent fare that the FCC submitted to Congress, without success, in 1976.

Indecency, as defined in the model ordinance, is the "representation or verbal description" of a "human sexual or excretory organ or function"; "nudity"; "ultimate sexual acts, normal or perverted, actual or simulated," and "masturbation," which "under contemporary community standards of cable television is patently offensive."

An example of the programing Morality in Media hopes to take off cable is the syndicated *Midnight Blue* series. "Hard-R" films also are targets.

REEL FORMATS
CONGRATULATES ITS PILOT STATION
KRNO, RENO
#1 TWO YEARS IN A ROW IN:
WOMEN 18-49, WOMEN 25-49, WOMEN 25-54, MEN 25-49, MEN 25-54*
WITH
MELLOW CONTEMPORARY MUSIC
A SAFE, CONSISTENT WINNER IN THE IMPORTANT DEMOS FOR AUTOMATION OR LIVE ASSIST
REEL FORMATS
6413 Denny Avenue
N. Hollywood, CA 91606
(213) 760-3894
*reno arbitron spring 1981 metro survey area ave. pers. shr. mon-sun 6 am-mid. subject to statistical limitations

Satellite-delivered program marketplace

Preview Channel will offer show samples and information to TV and cable systems

What its backers refer to as "an electronic trade magazine" for broadcasters and cable programers is set to debut Oct. 19 over the Satcom I satellite. The Preview Channel, according to its president and owner, James Speck, is designed "to replace the tedious, time-consuming search for product on the part of program buyers, and for outlets on the part of producers."

The Los Angeles-based channel will transmit program samples and pertinent information to potential buyers over Satcom I's transponder 21 from 10 p.m. to 1:30 a.m. five nights each week. The service is not intended for a consumer audience, but for distributors, syndicators, program marketers, advertisers, producers and investors. User cost is $5,500 for two separate half-hour plays and a two-to-three-line listing in the channel's monthly program guide.

"The Preview Channel gives clients an opportunity to reach 250 TV stations and more than 4,500 cable stations nationwide simultaneously," Speck explained. He anticipates that relatively few people will watch the service in real time, electing instead to videotape presentations of interest based on program guide listings.

The channel is a service of Speck's The Marketplace, which is also offering a mechanism for buyers to acquire product at a discount.

"A producer or distributor may presell a program at a lower rate to assure production funds," says Speck. "We will help both parties by setting up a Marketplace Trust Account using a letter of credit forwarded from the television or cable buyer. While letters are in deposit (at a major Los Angeles bank), the producer or distributor will receive a statement showing the amount of credit in trust. With this statement investors can be assured of the saleability of a production. When the product is delivered, the funds are released from payment." The account is being supervised by Peat, Marwick, Mitchell & Co. of Los Angeles.

Ratings Roundup

With seven of the week's top-10 programs and four winning nights, CBS-TV swamped its network competitors for the week ended Aug. 23. It was low summer ratings as usual, but CBS managed more than a two-point rating lead.

The averages were CBS with a 15.4 rating/28 share to ABC-TV's 13.0/24 and NBC-TV's 12.8/24.

Of the week's 66 shows, only 11 were original. Only one first-run program, an NBC half-hour *Irene* special (scheduled between its Wednesday *Diff'rent Strokes* and *Quincy* hits), made it into the top half of the ratings rankings with a 16.3/27.

Preseason football brought ABC a mediocre 10.8/24 on Friday (Los Angeles vs. San Diego) but NBC a better 13.6/28 on Saturday (Pittsburgh vs. Dallas). Elsewhere CBS pulled only a 10.4/22 on Friday with a *Good Evening Captain* special (bringing early morning's *Captain Kangaroo* to prime time at 8 p.m.).

Only five shows scored a 20 or better rating and all on CBS: *The Jeffersons, Trapper John M.D., Circus of the Stars, Alice* and *M*A*S*H.*

During the week, CBS won Monday, Thursday, Friday and Sunday; ABC took Tuesday and Saturday, and NBC was first on Wednesday.

CBS claimed victory for the 14th consecutive week.

The First 20

1.	*The Jeffersons*	CBS	23.5/39
2.	*Trapper John, M.D.*	CBS	22.4/39
3.	*Circus of the Stars* (special)	CBS	22.1/39
4.	*Alice*	CBS	21.3/35
5.	*M*A*S*H*	CBS	20.7/34
6.	*House Calls*	CBS	19.5/32
7.	*Diff'rent Strokes*	NBC	19.4/33
8.	*Dukes of Hazzard*	CBS	18.7/36
9.	*Hart to Hart*	ABC	18.5/33
10.	*Too Close for Comfort*	ABC	18.4/31
11.	*Three's Company*	ABC	17.7/31
12.	*Love Boat*	ABC	16.6/32
13.	*Little House on the Prairie*	NBC	16.5/30
14.	*Lou Grant*	CBS	16.5/29
15.	*Irene* (special)	NBC	16.3/27
16.	*60 Minutes*	CBS	16.2/34
17.	*Quincy, M.E.*	NBC	15.9/28
18.	*Dallas*	CBS	15.8/32
19.	*Fantasy Island*	ABC	15.6/29
20.	*Barney Miller*	ABC	15.6/28

The Final Five

62.	*Foul Play*	ABC	9.6/18
63.	*Eight is Enough*	ABC	9.4/20
64.	*Lobo*	NBC	9.1/17
65.	"Buck Rogers" (movie)	NBC	9.0/16
66.	*ThoseAmazingAnimals*	ABC	8.5/18

BEST AVAILABLE COPY

Fall curriculum for Congress and the FCC
RTNDA converges on New Orleans

Broadcasting Sep7

The News Magazine of the Fifth Estate □ Vol. 101 No. 10 50th Year □ 1981

C 1750-1

LEADING THE WAY TO THE FUTURE FOR 58 YEARS

1923
Free, over-the-air, advertiser-supported radio.
1948
Among the very first with free, over-the-air, advertiser-supported television.
1981
Leading the way toward free, over-the-air, advertiser-supported, broadcaster-involved Direct Broadcast Satellite.*

■

HUBBARD BROADCASTING, INC.

UNITED STATES SATELLITE BROADCASTING COMPANY, INC.

For full information, contact: Robert C. Fransen, Vice President, United States Satellite Broadcasting Company, 3415 University Avenue, St. Paul, Minnesota 55114 612-642-4468

*Pending FCC approval

20814SCHWAQ0681 PIA JUN/82
A C SCHWARZ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

The First 50 Years Of Broadcasting
1977
□
PAGE 91

Broadcasting Sep7

The Week in Brief

TOP OF THE WEEK

REVVING UP IN WASHINGTON ☐ Congress returns Wednesday to face full agenda that includes bills on broadcast deregulation, license fees, common carriers, cable TV and performer royalties. **PAGE 31**. FCC will be no less busy this fall with calendar that includes teletext standards, channel 6 interference and AM stereo. **PAGE 35.**

MAN FROM ALBUQUERQUE ☐ Henry Rivera, first Hispanic to be appointed to FCC, is settling in. He's pulling together his staff and boning up on issues. He's studying past for background, but plans to keep mind open on future. **PAGE 32**.

HEFTEL DRAWS LINE ☐ Congressman-broadcaster's keynote speech to NRBA convention next week will emphasize how radio differs from TV and should be so regulated. **PAGE 36.**

HELP FROM GANNETT ☐ Company plans to start broadcast news service for PBS outlets in October. **PAGE 36.**

JOURNALISM

RTNDA SET FOR NEW ORLEANS ☐ Some 1,000 broadcast journalists and more than 450 exhibitors will be in New Orleans this week for 30th annual convention. Here's advance look at agenda. **PAGE 37.** RTNDA radio members feel there's revival in news for their medium, spurred by better equipment, new networks and increased competition. **PAGE 43.** Association TV members also assess new technologies, current issues and their concerns for future. **PAGE 46.** Listing of New Orleans exhibitors begins on **PAGE 48.**

PROGRAMING

CBN CABLE EXPANDS ☐ Satellite arm of Christian Broadcasting Network starts 24-hour programing service next week. **PAGE 66.**

TECHNOLOGY

TELETEXT FOR COMMERCIAL TV ☐ Field subsidiary starts Nite Owl news service that uses entire television channel of WFLD-TV Chicago and is visible on all sets. **PAGE 70.**

ELECTRONIC PUBLISHING DISCOURSE ☐ Specialists on telecommunications from Carter and Reagan regimes look at teletext and videotext and suggest new regulatory definitions. **PAGE 72.**

BUSINESS

TURNER'S LATEST MOVES ☐ Analysts think he will survive despite CNN and sports losses as well as heavy costs for CNN Two, radio network and heavy promotion. **PAGE 76.**

LAW & REGULATION

NBMC'S MANY TARGETS ☐ In largest such filing in years, coalition and affiliated group ask license renewals be denied 20 stations in Maryland, District of Columbia and Virginia because of EEO and reporting violations. Also sought are fines for 45 other outlets across nation. **PAGE 83.** But closer than expected relationship develops between NBMC and new FCC Chairman Mark Fowler. **PAGE 84.**

1977

THE 'BROADCASTING' YEARS ☐ Jimmy Carter took over in Washington and installed a cadre of regulators that included Charles Ferris as FCC chairman and Michael Pertschuk as FTC chairman. Lionel Van Deerlin's first attempts to reshape the Communications Act drew mixed reactions. And the courts dealt setbacks to the FCC in crossownership, decency guidelines and pay-cable rules. **PAGE 91.**

PROFILE

LONG WAY HOME ☐ A three-month trial in 1967 with *On the Road* became a roundabout 13-year trip back to CBS headquarters for Charles Kuralt. And now, as an anchor, he continues to impart that light touch of his nomadic days. **PAGE 119.**

Index to departments

Bottom Line.............. 76
Business Briefly.......... 8
Changing Hands......... 78
Closed Circuit............ 7
Datebook............... 14
Editorials.............. 122
Fates & Fortunes...... 115
For the Record.......... 95
In Sync.................. 70
Monday Memo.......... 27
Monitor.................. 66
News Beat............... 58
Open Mike............... 22
Playback................. 68
Stock Index.............. 82

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ ABC Radio Enterprises 6, 62-63 ☐ Aetna 28-29 ☐ American Chiropractic Association 89 ☐ American Educational TV Network 77 ☐ American Petroleum Institute 117 ☐ Ampex 64-65 ☐ Associated Press 15 ☐ Blackburn & Co. 80 ☐ Blair Television 75 ☐ Broadcast Electronics 60 ☐ Central Dynamics 73 ☐ ColorGraphics 40-41 ☐ Continental Electronics 50, 78 ☐ Doubleday Broadcasting 124 ☐ Eastman Kodak 79 ☐ Edison Electric 87 ☐ Fetzer Stations 30 ☐ Gammon, Canfield & Ninowski 95 ☐ Group W Productions 52-53 ☐ Hayes Productions 61 ☐ Home Theater Network 76 ☐ KSTP Front Cover ☐ King World 66, 68, 70 ☐ Lederle Labs 88 ☐ Lotus Reps 19 ☐ MGM-TV 12-13 ☐ Jack Masla & Co. 4 ☐ Mobil 21 ☐ George Moore & Assocs. 96 ☐ More Music Programing 72 ☐ Multimedia Program Productions 55 ☐ Mutual Broadcasting System 67 ☐ O'Connor Productions 71 ☐ Petry Television 23-26 ☐ RCA 49 ☐ RKO General TV 47 ☐ RKO Radio Inside Back Cover ☐ Research Group 9 ☐ Cecil L. Richards 81 ☐ SIN 90 ☐ St. Joe Lead 69 ☐ Sherwood, Hennes & Associates 15 ☐ Sony 56-57 ☐ Studio Center 84 ☐ TM Programming 10, 18, 39 ☐ TV Guide 74 ☐ Tandem 11 ☐ William B. Tanner 20 ☐ Telepictures Inside Front Cover/Page 3 ☐ Thermius Inc. 83 ☐ 20th Century-Fox TV 51, 59 ☐ Viacom 16-17 ☐ WCCO-TV 42 ☐ WDTN-TV 54 ☐ WPIX-TV 44-45 ☐ Xerox 65 ☐ Youngs, Walker & Co. 8 ☐

starring Jack Benny, Burns & Allen and Ozzie and Harriet.

The CBN Satellite feed will provide a foot in the cable door for the Independent News Network. According to CBN, it has worked out a special arrangement under which the INN half-hour noon news broadcast will be carried on the CBN cable network.

Also promised within the "all-family entertainment" package are programs especially targeted to women and children. And scheduled for 1982 cablecast is a 13-part documentary series featuring Efram Zimbalist Jr. titled *XPose*. It will focus on pornography, based on the proposition that "pornography hurts people."

The package is designed as a basic cable service, and is available free to cable systems over Satcom I. CBN has already run up a subscriber base of 9 million homes with a schedule of "ministerial" programs that will disappear to make room for the new package. With its new service, CBN hopes to reach the 12 million subscriber threshold for Nielsen measurement by January.

Some advertisers have already come on board. Richardson Vicks has signed a four-year deal and Oscar Meyer is set for participating sponsorship of a women's program, *Keeping Time*. The network says other advertisers have expressed interest in making deals and were just waiting for the announcement of the schedule.

PlayBack

Candidate for future. Parkway Productions, syndicator of fine arts programing to over 300 radio stations, has joined *U.S. News and World Report* in creating new firm, Parkway Communications Corp. Neil Currie, president of Bethesda, Md.-based Parkway Productions, will preside over new company, which he says will "further develop current programing and marketing operations . . . and capitalize on new technologies, including plans for satellite transmission of programing." New firm is financed by U.S. News Investment Corp. and is "opportunity to extend our operations beyond print," according to John H. Sweet, U.S. News chairman. Headquartered in Washington, U.S. News also owns weekly newsletter, monthly business report, book division and interests in electronic publishing services.

□

Crain programing. Crain Communications Inc. has announced formation of radio news service, available through Crain Broadcasting unit, which will produce and syndicate business and consumer-oriented programing tailored to advertisers' needs. Programs vary in length, from one to several minutes, and each program segment will feature two or more positions for insertion of spots. Since four different shows will be offered, there is "possibility of many different stations getting different services from Crain Broadcasting," says broadcasting consultant Donn Pearlman. Program packages will be sold in cash only, he says, and so far two major networks (to be announced later) have considered purchases. Crain also plans to syndicate shows to individual stations. Crain Communications Inc., founded in 1916, publishes 16 business and consumer magazines.

□

Country switch. WFIL Philadelphia AM contemporary station, introduced country format Sept. 4. Co-owned WUSL(FM) uses "continuous country" approach that differs from WFIL's new personality and promotion style, according to program director, Dean Tyler.

□

Branching out. NBS Radio of New York, producer of programs and commercials for radio, has opened Hollywood studio at 1220 North Highland Avenue. According to spokesman, 6,200-square-feet plant will allow firm to double current production capacity.

Ratings Roundup

CBS-TV claimed its 15th consecutive prime-time win with the week ended Aug. 30—averaging a 14.8 rating and 26 share to ABC-TV's 14.6/26 and NBC-TV's 13.1/23.

If it hadn't been for a first-run *CBS Reports: The Best Little Statehouse in Texas*, the network's win would have been by a larger margin. The CBS look into the Texas legislature earned a meager 4.5 rating and 8 share, the lowest *CBS Reports* numbers in recent memory. Against the documentary, repeats of NBC's *Real People* and ABC's *Greatest American Hero* scored 18.5/34 and 14.8/27 respectively.

Outside prime time, CBS News also suffered, with the *CBS Evening News with Dan Rather* falling from its usual place at the top of the early-evening scorecard. ABC boasted its 11.7/25 score (to CBS's 11.2/24 and NBC's 10.9/23) as "the second time in the last seven weeks" that "ABC's *World News Tonight* has finished first." Lesley Stahl was substituting during the week for Dan Rather on the CBS program.

The week's prime-time lineup was heavy on movies that were low on ratings and shares. Of the week's 11 films, only three scored above a 25 share: ABC's *When She Was Bad* (16.7/28) and "An Unmarried Woman" (16.5/26) and NBC's "Airport '77" part I (15.8/26). Six brought in a 20 share or less: ABC's "FM" (9.6/18) and "Bad News Bears" (10.2/19) and NBC's *Death Penalty* (12.4/20), *Burnt Offerings* (20.4/18), *24 Hours of the Rebel* (7.9/15) and *Country Western Murder* (11.0/20). The week's remaining films were CBS's *Belle Starr* (13.7/23) and "I Never Promised You a Rose Garden" (13.3/22).

During the week CBS won Monday, Friday and Sunday; ABC took Tuesday, Thursday and Saturday, and NBC won Wednesday.

The First 20

1.	*M*A*S*H*	CBS	24.0/38
2.	*Diff'rent Strokes*	NBC	21.9/37
3.	*Hart to Hart*	ABC	21.6/37
4.	*Jeffersons*	CBS	21.3/34
5.	*Three's Company*	ABC	21.2/35
6.	*Too Close For Comfort*	ABC	21.1/34
7.	*Facts of Life*	NBC	20.9/34
8.	*House Calls*	CBS	20.4/32
9.	*Dukes of Hazzard*	CBS	20.3/37
10.	*Quincy, M.E.*	NBC	19.8/35
11.	*Trapper John, M.D.*	CBS	19.8/33
12.	*Alice*	CBS	19.8/32
13.	*Real People*	NBC	18.5/34
14.	*60 Minutes*	CBS	18.2/36
15.	*CHiPs*	NBC	17.9/31
16.	*Laverne & Shirley*	ABC	17.8/31
17.	*20/20*	ABC	17.4/31
18.	*Magnum, P.I.*	CBS	17.0/29
19.	*Bosom Buddies*	ABC	16.7/29
20.	*When She Was Bad* (movie)	ABC	16.7/28

The Final Five

61.	"FM" (movie)	ABC	9.6/18
62.	*NBC Magazine*	NBC	9.0/16
63.	*Two Reelers* (special)	NBC	8.9/17
64.	*24 Hours of the Rebel* (movie)	NBC	7.9/15
65.	*CBS Reports: The Best Little Statehouse in Texas* (special)	CBS	4.5/08

Paul Strassels has the answers

THE AUDIT "HOT SPOTS" HAVE CHANGED FOR 1982. WHAT ARE THEY?

THE PAUL STRASSELS TAX REPORT

KING WORLD PRODUCTIONS
(201) 522-0100

Summary of broadcasting

FCC tabulations as of June 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,615	3	1	4,619	121	4,740
Commercial FM	3,322	2	0	3,324	170	3,494
Educational FM	1,105	0	1	1,106	66	1,172
Total Radio	9,042	5	2	9,049	357	9,406
Commercial TV						
VHF	521	1	0	522	6	528
UHF	242	0	0	242	109	351
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,022	4	7	1,033	138	1,171
FM Translators	8	0	0	8	16	24
TV Translators						
UHF	2,616	0	0	2,616	220	2,836
VHF	1,410	0	0	1,410	480	1,890

*Special temporary authorization

**Includes off-air licenses

- Medallion Broadcasters Inc. for Sioux City, Iowa (E3226).
- Horizon Communications Corp. for Topeka, Kan. (KF41).
- Alascom Inc. for temporary fixed transportable, Alaska (KF74).
- TCI Cablevision Inc. for Moberly, Mo. (KG59).
- Brazoria Cablevision Inc. for Clute, Tex. (KG88).
- Horizon Communications Corp. for McCook, Neb. (KG68).
- Lehigh Valley Educational Television Corp. for Bethlehem, Pa. (WD77).
- Western New York ETV Association Inc. for Buffalo, N.Y. (WE32).
- New Castle Cable Communications Inc. for New Castle, Ind. (WG64).
- Teleprompter Corp. for New Smyrna Beach, Fla. (WH46).
- State University of New York for Buffalo, N.Y. (WP49).
- Alascom Inc. for Point Hope, Alaska (E2270).
- Cable Communications Equities Inc. for Ortonville, Minn. (E3095).
- Cedar Vision Inc. for Hartington, Neb. (E3180).
- Glenville Cablesystems Corp. for Glenville, N.Y. (E3169).
- Edward Debartolo Corp. for Boardman township, Ohio (E3175).
- Mid State Community TV Inc. for Burwell, Neb. (E3203).
- Rube Cablevision for Edwards, Miss. (E3222).
- Illinois Community Cablevision Inc. for Peotone, Ill. (E3225).
- Warner Amex Cable Communications Inc. for Marks, Miss. (E3247).
- University of West Florida for Pensacola, Fla. (E3248).
- Lloyd's TV and Cable Co. for McGregor, Iowa (E3252).
- American Cablevision of Carolina Inc. for Dunn, N.C. (E3255).
- American Television and Communications Corp. for Monroe, La. (E3256).
- Tele-Vue Systems Inc. for San Ramon, Calif. (E3260).
- Liberty Communications Inc. for Harrisburg, Ore. (E3261).
- Blue River Cablevision Inc. for Edinburgh, Ind. (E3266).
- Kip-Lee CATV Inc. for Laporte, Tex. (E3270).
- Sandoval County Cable Television Co. for Rio Rancho, N.M. (E3271).
- Monmouth Cablevision Associates for Freehold, N.J. (E3272).
- Hi-Net Communications Inc. for Benton, Ark. (E3288).
- Hi-Net Communications Inc. for Norfolk, Va. (E3309).
- Hi-Net Communications Inc. for Schenectady, N.Y. (E3311).
- Continental Cablevision of Ohio Inc. for Mad River Township, Ohio (E3313).
- Colorado Cablevision Inc. for Crested Butte, Colo. (KG64).
- American Television and Communications Corp. for Englewood, Colo. (KG75).
- Community Tele-Communications Inc. for Lander, Wyo. (KH55).
- Lockhart Cable TV Service for Lockhart, Tex. (KH63).
- Community Telecommunications Inc. for Sidney, Neb. (KH65).
- Vumore Co. of Lufkin Inc. for Lufkin, Tex. (KH95).
- Southern Oregon Cable TV for Klamath Falls, Ore. (KJ20).
- Lamesa Cable TV Co. for Lamesa, Tex. (KJ58).
- Cablecom-General of Altus Inc. for Altus, Okla. (KJ68).
- Ashdown Cablevision Inc. for Ashdown, Ark. (KL71).
- Valley Antenna Systems Inc. for Piqua, Ohio (WH22).
- Martin County Cable Co. for Stuart, Fla. (WJ23).
- Jones Intercable Cable TV Fund IX for North Wilkesboro, N.C. (WJ58).
- Howard Cable Television Associates Inc. for Ellicott City, Md. (WK51).
- Central Virginia ETV Corp. for Annandale, Va. (WK96).

Call Letters

Applications

Call	Sought by
	New AM's
WAJN	Cheatham Broadcasting Corp., Ashland City, Tenn
WAMM	Dean-O'Connell Inc., Woodstock, Va
	New FM's
KQST	American Aircasting Corp., Sedona, Ariz
KSYZ-FM	Manchik Broadcasting Inc., Grand Island, Neb
KCTM	Hispanic Media Enterprises Inc., Rio Grande City, Tex
	Existing AM's
KAUL	KDXE North Little Rock, Ark
KKIC	KBRJ Boise, Idaho
WMLI	WGUY Bangor, Me
WMLX	WUBE Cincinnati
WWGT	WTCL Warren, Ohio
WLFF	WCAY Cayce, S.C
WKGK	WIAJ Saltville, Va
	Existing FM's
WKEA-FM	WCNA-FM Scottsboro, Ala
KOKQ	KWLF Oakdale, Calif
WOFF	WEBI Camilla, Ga
WCJC	WORX-FM Madison, Ind
WTHQ	WWJY South Bend, Ind
WKTQ	WBRK-FM Pittsfield, Mass
KKER	KDWZ Crookston, Minn
WKZB	WDRU Drew, Miss
WWNW	WKPS New Wilmington, Pa
KLLS	KZZY San Antonio, Tex

Grants

Call	Assigned to
	New AM
WSOL	Santee-Cooper Broadcasting Co., Elloree-Santee, S.C
	New FM
WAXL	Beverly J. and Bert P. Peterson, Lancaster, Wis
	New TV's
KFCB	First Century Broadcasting, Concord, Calif
KLXV-TV	Donald B. Thomson, San Jose, Calif
KEKR-TV	Choice Channel of Kansas City Inc., Kansas City, Mo
	Existing AM's
WZIP	WELE South Daytona, Fla
WLOH	WHOK Lancaster, Ohio
WPXZ	WPME Punxsutawney, Pa
	Existing FM's
KSBT	KBCR-FM Steamboat Springs, Colo
WNZE	WTCA-FM Plymouth, Ind
WHOK	WHOK-FM Lancaster, Ohio
WPXZ-FM	WPME-FM Punxsutawney, Pa

FCC figure fixes. Two markets—Toledo, Ohio, and Burlington, Vt.-Plattsburgh, N.Y.—were not included by the FCC in its listing of 1980 television market revenues and profits (BROADCASTING, Aug. 10) because one of the three stations in each market did not report. The commission now has those figures and has released them along with changes in the numbers for two other markets, Denver and Harrisburg-Lancaster-York-Lebanon, Pa. The figures for the four markets follow:

Market (number of stations reporting in parentheses)	*Time Sales*						*Total broadcast revenues*		*Percent change in revenue*	*Total broadcast expenses 1980 (000)*	*Total broadcast profit 1980 (000)*
	Network		*Spot*		*Local*						
	1980 (000)	*1979 (000)*	*1980 (000)*	*1979 (000)*	*1980 (000)*	*1979 (000)*	*1980 (000)*	*1979 (000)*			
Burlington, Vt.-Plattsburgh, N.Y.(3)	1,648	1,449	5,323	4,552	3,344	3,040	9,554	8,336	**14.6**	7,069	2,485
Denver (4)	2,307	2,192	45,073	38,467	41,599	36,119	74,939	64,491	**16.2**	39,807	35,132
Harrisburg-Lancaster-York-Lebanon, Pa. (6)	2,579	2,568	11,889	10,308	8,041	7,319	19,392	17,046	**13.8**	17,774	1,619
Toledo (3)	3,376	3,159	8,965	7,888	10,705	10,488	19,787	18,620	**6.3**	13,656	6,151

RTNDA behind us, NRBA ahead
Slow start for the fall television season

Broadcasting® Sep 14
The News Magazine of the Fifth Estate □ Vol. 101 No. 11
50th Year □ 1981

C 1750-1

Here's an offer that's short and to the point.

© 1981 Tandem Productions, Inc.

Diff'rent Strokes/'84

20814SCHWA06681 PIA JUN/82
A C SCHWARZ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20914

The First 50 Years Of Broadcasting
1978
□
PAGE 101

Broadcasting Sep14

The Week in Brief

TOP OF THE WEEK

MAJOR MODEL BILLS FROM FCC ☐ Fowler draft would kill Section 315, ease station transfers, support deregulation lost in reconciliation bill. **PAGE 27.**

RTNDA LOOKS AHEAD ☐ New Orleans convention spotlights equipment, issues and developments in broadcast journalism's future. **PAGE 27.** Keynoter Wald discusses "terminal perkiness" and other concerns about local news. **PAGE 27.** Word of new radio network trade association comes out in New Orleans. **PAGE 29.**

PROSPECTS AND PROBLEMS OF HDTV ☐ New York SMPTE provides forum for manufacturers, networks and FCC experts to discuss timetable, shortcomings and blessings of high-definition TV. **PAGE 30.**

UNSELLING 9 KHZ ☐ U.S. and Canadian spokesmen see that as problem at Rio de Janeiro conference in November. NAB is briefed by head of U.S. delegation, and gets report on HDTV and DBS from association's consultant. **PAGE 32.**

SHUFFLING IN STARTING GATE ☐ Networks, hobbled by 13-week writers' strike, still have not locked in firm starting dates for many fall TV programs. **PAGE 32.**

UNEQUAL TREATMENT ☐ In supplemental brief to appeals court, RKO charges FCC acted in inconsistent and contradictory manner when it revoked broadcasters' TV stations. **PAGE 34.**

SPECIAL REPORT

SATELLITES HIGH FLIERS AT NRBA ☐ They're dominant topic at radio association annual convention this week in Miami Beach. Fowler, Packwood and Heftel addresses also highlight agenda. **PAGE 39.**

PROGRAMING

NO THANKS ☐ Mater rejects Wildmon's suggestion that CBS-TV develop monitoring system that CBTV could use. Credibility challenges exchanged by both. **PAGE 54.**

METROMEDIA ON THE MOVE ☐ Major expansion in programing begins with $1.5-million music special this month. **PAGE 56.**

TECHNOLOGY

STILL VIDEO CAMERA ☐ New Sony product stirs wave of interest that includes suggestions for use in broadcast and print journalism. **PAGE 68.**

BUSINESS

ECONOMIC SIGNPOSTS ☐ They will be raised next week in Washington when Broadcast Financial Management Association convenes. Newsmakers from government, business and media will provide much of input. **PAGE 73.**

MEDIA

HEARST HEADS FOR K.C. ☐ Group owner and publisher reaches agreement with Metromedia to purchase pioneer KMBC-TV for $79 million, second largest single station sale in history. It will give Hearst maximum five VHF's. **PAGE 81.**

LAW & REGULATION

JANKOWSKI ASKS HELP ☐ CBS/Broadcast Group president urges FCC to recommend repeal of political broadcasting law including fairness doctrine. He characterizes claim of spectrum scarcity as specious excuse to subject radio, TV to special regulation. **PAGE 93.**

1978

THE 'BROADCASTING' YEARS ☐ Congressman Lionel Van Deerlin spent much of 1978 in a running argument with broadcasters about his proposed recast of the Communications Act. ABC-TV continued to ride high in prime-time ratings, even though ace programer Fred Silverman left for the presidency of NBC. And in October, radio regulation became a gleam in the FCC's eye. **PAGE 101.**

PROFILE

WHAT'S A KLEIN & . . . ? ☐ It's a company name that tortures proofreaders but titillates prospective clients. It also exemplifies Bob Klein's mission to upgrade the quality and promotion of broadcast promotion. **PAGE 127.**

Index to departments

Bottom Line. 77
Business Briefly. 10
Changing Hands. 90
Closed Circuit. 9
Datebook. 16
Editorials. 130
Fates & Fortunes. 123
For the Record. 106
In Sync. 70
Intermedia. 82
Monday Memo. 24
Monitor. 62
Open Mike. 23
Playback. 52
Stock Index. 78
Washington Watch. 99

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Weekly *Playlist* $12 annually. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ ABC Radio Enterprises 38 ☐ ABC Radio Network 35 ☐ American Chiropractic Association 99 ☐ Arbitron 3 ☐ Associated Press 17 ☐ Association of American Railroads 87 ☐ Beck-Ross Communications 14 ☐ Blackburn & Co. 90 ☐ Broadcast Personnel 123 ☐ Broadcast Programing Inc. 109 ☐ CBS Radio Network 47-49 ☐ CBS Owned Radio Stations Inside Front Cover ☐ Columbia College 68 ☐ Community Club Awards 16 ☐ Compact Video Sales 76 ☐ Computer Concepts 94 ☐ Continental Broadcasting Network 4-5 ☐ Continental Electronics 54, 62, 68, 109 ☐ Delta Airlines 18 ☐ Eastman Radio 43 ☐ Employers Reinsurance Corp. 75 ☐ Gannett 15 ☐ Grass Valley Group 6 ☐ Group W Productions 61 ☐ Harris 71 ☐ Ted Hepburn 91 ☐ Infocom Broadcast Services 46, 65 ☐ JVC 83 ☐ Katz 72 ☐ Lotus Reps 82 ☐ MCA-TV 20-23 ☐ Robert O. Mahlman Inc. 44 ☐ Jack Masla & Co. 8 ☐ Media People 125 ☐ Metro Weather 70 ☐ Microband 64 ☐ More Music Programming 60 ☐ Mutual Broadcasting Systems 69 ☐ Muzak 92 ☐ NEC Inside Back Cover ☐ Orange Productions 41 ☐ Otari 52 ☐ Shelton Leigh Palmer & Co. 100 ☐ Panasonic 63 ☐ Phillips & Co. 56, 106 ☐ Polygram 25 ☐ RKO Radio Sales 53, 55, 57 ☐ Radio Computing Service 85 ☐ Richter-Kalil 93 ☐ Satellite Communications Network 75 ☐ Satellite Music Network 66-67 ☐ Schulke Productions 51 ☐ SonoMag Corp. 89 ☐ Stainless 95 ☐ State Farm 97 ☐ TA Associates 50 ☐ TEAC Corp. 80 ☐ TM Programing 10 ☐ TV Log 73, 77, 81 ☐ Tandem Front Cover ☐ William B. Tanner 18 ☐ Teleworld 26 ☐ Torbet Radio 59 ☐ 20th Century-Fox TV 36-37 ☐ UREI 45 ☐ USPS 79 ☐ Utility Tower 88 ☐ Ward-Beck Back Cover ☐ Warner Brothers TV 11-13 ☐ Watermark 86 ☐ Western Cities 19 ☐ World Wide Bingo 54 ☐

New host. Jack Willis (l), VP programing for CBS Cable with host Patrick Watson (c) and CBS Cable president Dick Cox. CBS Cable debuts on Oct. 12 to 3 million subscribers.

Patrick Watson to be CBS Cable host

Veteran broadcaster to "personalize" evening's shows

Gearing up for its Oct. 12 premiere, CBS Cable last week announced the schedule for its first three weeks, and the selection of a network "host," veteran broadcaster Patrick Watson, whose job will be to "personalize" the cultural program package CBS will offer cable viewers.

The Canadian-born, perhaps best known to American viewers as the anchorman of *The Fifty-First State,* the WNET-TV New York public affairs series, 10 years ago, will work to generate an image of "a home for CBS Cable," according to CBS Cable President Tony Cox. To accomplish that end, Watson told members of the press last Tuesday, he'll "look at everything" CBS Cable will cablecast, and compose "something intelligent to say" to "let people know what they are in for."

Watson's introduction came at the New York studios CBS Cable is leasing from National Video, where Watson's material and other programing for the service will be taped. According to Watson, virtually the only program he won't pre-screen will be the biweekly *Mixed Bag* series, half-hour programs co-hosted by Watson and series' executive producer, Greg Jackson. *Mixed Bag* is billed as presenting "assorted people, places and goings-on in the wide world of art and culture."

Answering questions about other aspects of the service, Cox noted that "response from Madison Avenue has been good" (CBS Cable is designed to be advertiser-supported) although "orders have been slow." CBS has orders "in house" from advertisers, Cox said, but right now "there is some price testing going on."

When CBS Cable is launched at 7:30 p.m. Eastern time on Oct. 12, it will be available to 3 million cable subscribers, according to Cox. The schedule on weekdays will start at 7:30, and on weekends at 8. The three-hour blocks of programing will be repeated to fill out 12 hours each day.

Among the programs to be presented in the first three weeks of CBS Cable (which Cox called "fairly typical" of what the service will regularly offer) are a one-hour "theatrical/musical" created for CBS Cable by Elizabeth Swados entitled *Songs of Innocence and Experience;* a 17-minute adaptation of James Thurber's short story, "Mr. Preble Gets Rid of His Wife," (the "odd-length" demonstrating CBS said, "the versatility and diversity of CBS Cable"); three installments of a nine-part biographical series, *Napoleon and Love;* a weekly half-hour series, *Botanic Man,* in which botanist Dr. David Bellamy will "tell the story of evolution."

Ratings Roundup

CBS-TV continued its summer winning streak, earning its 16th consecutive prime-time victory with the week ended Sept. 6. Its competitors, however, reversed their usual roles, with NBC-TV climbing out of the basement for a close second and ABC falling to third.

The averages were CBS 14.4 rating/26 share, NBC 14.1/26 and ABC 13.5/25.

Original programing accounted for about 16% of the three-network lineup. Of the 61 shows overall, only 10 were first-run to TV including three sports broadcasts and three news programs. Just one original—ABC's ***20/20*** newsmagazine (15.8/29)—ranked in the top half of the ratings, at 22d place.

The week also saw a six-minute football overrun into prime time for NBC on Sunday. This gave the network a brief 15.9/20, numbers that dropped dramatically when ***Disney's Wonderful World*** (10.7/24) succumbed to CBS's ***60 Minutes*** (15.8/35).

Nevertheless NBC won Sunday, bolstered by the ***Big Event*** movie, "Desperate Women" (15.1/28). NBC, as usual, also took Wednesday. CBS won Monday, Friday and Saturday and ABC led on Tuesday and Thursday.

Outside prime time, ABC News's ***World News Tonight*** kept up its challenge to the ***CBS Evening News with Dan Rather.*** CBS, with Rather back from vacation, scored an 11.2/24, only one-tenth of a rating point higher than ABC's 11.1/24. A week earlier, while Lesley Stahl was substituting for Rather, ABC won by half a rating point ("Ratings Roundup," Sept. 7). The ***NBC Nightly News*** was third both weeks.

The First 20

1.	*M*A*S*H*	CBS	22.1/34
2.	*Three's Company*	ABC	21.3/35
3.	*House Calls*	CBS	21.0/33
4.	*Dukes of Hazzard*	CBS	20.9/39
5.	*Too Close for Comfort*	ABC	20.8/34
6.	*Diff'rent Strokes*	NBC	19.5/32
7.	*Facts of Life*	NBC	18.5/30
8.	*Laverne & Shirley*	ABC	18.3/31
9.	*Hart to Hart*	ABC	18.2/32
10.	*Airport 77, part II (movie)*	NBC	18.2/30
11.	*Happy Days*	ABC	17.8/32
12.	*Dallas*	CBS	17.5/34
13.	*Lou Grant*	CBS	17.3/30
14.	*Quincy M.E.*	NBC	17.2/31
15.	*Bosom Buddies*	ABC	17.0/30
16.	*Taxi*	ABC	16.7/28
17.	*Breakhartpass (movie)*	NBC	16.6/29
18.	*Barney Miller*	ABC	16.0/28
19.	*Three Days of the Condor (movie)*	CBS	15.9/32
20.	*60 Minutes*	CBS	15.8/35

The Final Five

57.	*Enos*	CBS	10.4/22
58.	*Major League Baseball Pregame show*	NBC	9.9/22
59.	*Major League Baseball*	NBC	9.8/19
60.	*Sinbad and the Eye of the Tiger (movie)*	ABC	9.6/20
61.	*240-Robert*	ABC	9.5/20

LOS ANGELES (213) 681-0144

More Music Programming

Quality Automated Radio Format
Since 1974

- Long Valley, Calif.—Mono County Service Area No. 1 for ch. 60 (BPTT-810305IQ).
- Nucla, Naturia and Uraven, all Colorado—Montrose county for ch. 49 (BPTT-810306II).
- Bethany, Mo.—Elba Development Corp. for ch. 55 (BPTT-810424IC).
- Harlowton, Two Dot and Martinsdale, all Montana—Marlo TV Associations for ch. 59 (BPTT-810511IZ).
- Harlowton, Two Dot and Martinsdale, all Montana—Marlo TV Association for ch. 61 (BPTT-810511JD).
- Calais, Me.—WLBZ Television Inc. for ch. 57 (BPTT-801221F).
- Wolf Point, Mont.—Wolf Point TV District for ch. 61 (BPTT-790606ID).
- White Sulphur Springs, Mont.—Meagher County TV District for ch. 57 (BPTT-790807IA).
- Grant City, Mo.—Elba Development Corp. for ch. 57 (BPTT-810424ID).
- Eureka, Diamond Valley, Duckwater, Railroad Valley and Currant Creek, all Nevada—Eureka Television District for ch. 63 (BPTT-810804IA).
- Arroyo Seco, N.M.—Regents of the University of New Mexico and the Board of Education of the City of Albuquerque for ch. 55 (BPTT-810618II).
- Alva, Okla.—Oklahoma Educational Television Authority for ch. 30 (BPTT-801112IA).
- Ardmore, Okla.—Oklahoma Educational Television Authority for ch. 28 (BPTT-801114IU).
- Durant, Okla.—Oklahoma Educational Television Authority for ch. 46 (BPTT-801114IW).
- Medford, Okla.—Oklahoma Educational Television Authority for ch. 46 (BPTT-801112JA).
- Ponca City, Okla.—Oklahoma Educational Television Authority for ch. 38 (BPTT-801114IV).
- Strong City, Leedy and Hammon, all Oklahoma—Northfork TV Translator System for ch. 40 (BPTT-810622JL).
- Strong City, Leedy and Hammon, all Oklahoma—Northfork TV Translator System for ch. 38 (BPTT-810622JK).
- Strong City, Leedy and Hammon, all Oklahoma—Northfork TV Translator System for ch. 42 (BPTT-8106ZZJM).
- Milton-Freewater, Ore.—Citizen's TV Inc. for ch. 65 (BPTT-810505IK).
- Gothenburg, Neb.—Cornhusker Television Corp. for ch. 27 (BPTT-810305IQ).
- Duchesne, Utah—Duchesne county for ch. 47 (BPTT-810316IS).
- East Carbon City, Utah—Carbon county for ch. 47 (BPTT-810408JD).
- Laketown and Garden City, both Utah—Rich county for ch. 38 (BPTT-810203IX).
- Randolph and Woodruff, both Utah—Rich county for ch. 49 (BPTT-810203JB).
- Randolph and Woodruff, both Utah—Rich county for ch. 51 (BPTT-810203IZ).
- Randolph and Woodruff, both Utah—Rich county for ch. 53 (BPTT-810203IY).
- Randolph and Woodruff, both Utah—Rich county for ch. 47 (BPTT-810203JA).
- Roosevelt, Utah—Duchesne county for ch. 55 (BPTT-810316IR).
- St. George, Utah—Washington County Television Department for ch. 53 (BPTT-810714IG).
- Vernal and Bonanza, both Utah—Uintah county for ch. 51 (BPTT-810316IP).
- Bondurant, Wyo.—Harriscope Broadcasting Corp. for ch. 69 (BPTT-810505II).
- Jackson, Wyo.—Harriscope Broadcasting Corp. for ch. 56 (BPTT-810505IJ).

VHF translators

- Parachute, Colo.—Sky-Window TV Inc. for ch. 2 (BPTTV-810609IC).
- Allagash, Me.—Allagash Plantation for ch. 2 (BPTTV-810319IO).
- Broadus, Mont.—Power River County TV Board for ch. 8 (BPTTV-801020IG).
- Rural area west of Broadus, Stacey and Sayle, all Montana—Powder River County TV Board for ch. 10 (BPTTV-801020IH).
- Circle, Mont.—Circle TV Booster Club for ch. 6 (BPTTV-790606IB).
- Roundup, Mont.—Roundup TV Tax District for ch. 9 (BPTTV-801224IA).
- Timberon, N.M.—Sara Diaz Warren for ch. 12 (BPTTV-801104II).
- Livingston and Lake Livingston area, Texas—Harold J. Haley tr/as Polk County Broadcasting Co. for ch. 5 (BPTTV-810206IV).
- Clarks Fork area and Sugarloaf Mountain area, Wyo.—Park County for ch. 2 (BPTTV-810622JH).
- Clarks Fork area and Sugarloaf Mountain area, Wyo.—Park County for ch. 6 (BPTTV-810622JJ).
- Rural North Fork and South Fork of Shoshone River area, Wyo.—Park County for ch. 7 (BPTTV-810622JE).
- Rural North Fork and South Fork of Shoshone River, Wyo.—Park County for ch. 9 (BPTTV-810622JD).
- Rural Sunlight Basin and Clarks Fork area, Wyo.—Park County for ch. 11 (BPTTV-810622JA).
- Rural Sunlight Basin and Clarks Fork area, Wyo.—Park County for ch. 13 (BPTTV-810622JI).
- Upper South Fork and Shoshone River rural area, Wyo.—Park County for ch. 6 (BPTTV-810622JB).
- Upper South Fork and Shoshone River rural area, Wyo.—Park County for ch. 2 (BPTTV-810622JC).
- Wood River area and Upper Greybull area, Wyo.—Park County for ch. 4 (BPTTV-810622JF).
- Wood River area and Upper Greybull area, Wyo.—Park County for ch. 7 (BPTTV-810622JG).

Other

- Regulatory Review Working Group has been established in Office of General Counsel. As announced by Chairman Fowler during oversight hearings before the House Subcommittee on Telecommunications, Consumer Protection and Finance on July 23, task of this group is to assist Bureaus and Offices in comprehensive, systematic review of each of FCC's rules and policies looking toward overall agency objective of eliminating unnecessary rules, regulations and policies. Ann. Aug. 18.
- Denied motion by Advance Inc., for extension of time to reply to request by Satellite Television Corp. that FCC return as unacceptable for filing several applications for interim Direct Broadcast Satellite Systems, in matter of applications of Advance Inc., Focus Satellite Broadcast Co., Home Broadcast TV Partners, National Christian Network, Inc., Satellite Development Trust, and Unitel Corp., for establishment of direct broadcast satellite systems in 12.2-12.7 ghz frequency bands (Gen. Doc. 8-603). Action Aug. 19.
- Total of 13,209 complaints from public was received by Broadcast Bureau in July 1981, increase of 6,942 over June. Other comments and inquiries for July totaled 830, decrease of 11 from previous month. Bureau sent 1,497 letters in response to these comments, inquiries and complaints. Ann. Sept. 2.
- Correction: Release of Aug. 20, 1981 (Action in Docket Case Report No. 16546), inadvertently noted FCC had proposed assigning 98.3 mhz to Augusta, Ga. It should have said 98.3 mhz has been assigned to that city.
- Correction: Release of Aug. 26, 1981 (Action in Docket Case Report No. 16556), inadvertently noted FCC had reassigned 98.3 mhz to Morton, Tex. It should have said that channel assignment had been retained at Farwell, Tex.
- Report No. 31-RP "Results of Conversion of AM Broadcast Stations to Standard Radiation Patterns" was released today and is available on "inspection only" basis from Office of Public Affairs, Room 207, 1919 M St., N.W., Washington, D.C. Copies may be purchased through Downtown Copy Center, 1114 21 St., N.W., Washington, D.C. (202) 452-1422.

Summary of broadcasting

FCC tabulations as of June 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,615	3	1	4,619	121	4,740
Commercial FM	3,322	2	0	3,324	170	3,494
Educational FM	1,105	0	1	1,106	66	1,172
Total Radio	9,042	5	2	9,049	357	9,406
Commercial TV						
VHF	521	1	0	522	6	528
UHF	242	0	0	242	109	351
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,022	4	7	1,033	138	1,171
FM Translators	8	0	0	8	16	24
TV Translators						
UHF	2,616	0	0	2,616	220	2,836
VHF	1,410	0	0	1,410	480	1,890

*Special temporary authorization

**Includes off-air licenses

Call Letters

Applications

Call	Sought by
	New FM
KEWB	Jancur Inc., Anderson, Calif.
	Existing AM's
WSWF	WAYK Lehigh Acres, Fla.
WMOE	WNFR Alpharetta, Ga.
WKXJ	WCKQ Campbellsville, Ky.
WAAV	WGNI Wilmington, N.C.
	Existing FM's
WSWF-FM	WSWF Lehigh Acres, Fla.
KYCK	KDWZ Crookston, Minn.
WGNI	WAAV Wilmington, N.C.
WZXY	WGAT-FM Gate City, Va.

Grants

Call	Assigned to
	New FM's
KMGQ	Goleta Communications Corp., Goleta, Calif.
KDWD	Hensley Broadcasting Inc., Burlington, Iowa
KLLM	Ices Inc., Forks, Wash.
KSIT	Imperial Broadcasting Inc., Rock Springs, Wyo.
	Existing AM's
WNSI	WLCY St. Petersburg, Fla.
WVGO	WVIC East Lansing, Mich.
WENR	WEHA Englewood, Tenn.
	Existing FM's
KJJO	KRSI-FM St. Louis Park, Minn.
WRVW	WHUC-FM Hudson, N.Y.
WLTY	WKEZ Norfolk, Va.
	Existing TV's
KVIQ	KVIQ-TV Eureka, Calif.
WLTZ	WYEA-TV Columbus, Ga.
WLTY	WKEZ Norfolk, Va.

FCC's out to loosen the reins □ Fowler stars at NRBA □ Another dereg bill in Senate

Broadcasting Sep 21

The News Magazine of the Fifth Estate □ Vol. 101 No. 12 50th Year □ 1981

-/ C 1750-1

"Quality Programs...And You Can Quote Me"

The Stableboy's Christmas

"Quality is a word used frequently these days in television discussions. But only ne producer consistently comes up with quality programs. Lutheran Television. The one that appeals to me most is 'The Stableboy's Christmas'. It is simple enough for a youngster to understand and mportant enough for an adult to believe."

Calo Mahlock
Assistant General Manager
WKJG—Ft. Wayne, Indiana

30 minutes—3 minutes for sales/PSA.
program charge—Closed captioned (tape only).
n Emmy Award winner—Available in Spanish.

The City That Forgot About Christmas

"We started running shows from Lutheran Television before it was fashionable to go for quality. They have built up quite a reputation over the years. For example, 'The City That Forgot About Christmas' is a wonderful show. With a positive message for children. It can be shown over and over."

Sheila Murchie
Program Director
KCRL—Reno, Nevada

30 minutes. 4 minutes for sales/PSA.
No program charge. Closed captioned (tape only).
Available in Spanish.

Call Jan Naji or Anita Schmidt at 314-647-4900.
In Canada, write to Box 481, Kitchener Ontario N2G 4A2 Telephone 519-578-7420

Lutheran Television
A service of The International Lutheran Laymen's League
2185 Hampton Avenue, St. Louis, Missouri 63139

20814SCHWAQ0681 PIA JUN/82
A C SCHWARZ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

The First 50 Years Of Broadcasting
1979
□
PAGE 77

Broadcasting Sep21

The Week in Brief

TOP OF THE WEEK

FREEDOM FOR RADIO-TV ☐ FCC goes for broke in asking Congress for wholesale revision of Communications Act and other far-reaching reforms. **PAGE 23.**

RESURRECTED ☐ Some of broadcast deregulation legislation stricken from budget bill last month is incorporated in new Cannon bill. There also is pro-competition language to encourage new media. **PAGE 24.**

GOLDWATER BUCKS ☐ Arizonan says amendments to common carrier bill affecting cable should be deleted, wants new hearing on changes before voting. **PAGE 25.**

CBS'S OUTLOOK ☐ Company expects 1981 earnings will be down "modestly," but says broadcast group is in good shape. **PAGE 25.**

GRUMBLING WITHIN CPB ☐ Budget criticism heard at annual meeting where Pfister is formally named president and Rockefeller elected chairman. **PAGE 26.**

THEY LIKE IT ☐ Prospects of commercials on PTV strikes responsive chord in ad world. **PAGE 26.**

HOW FAIR WAS FCC? ☐ Appeals court leans heavily on commission lawyer to get answer to that question, posed by RKO General in fighting to save three TV station licenses. **PAGE 27.**

SPECIAL REPORT

SOUNDS OF SUCCESS FOR NRBA ☐ Annual convention earns favorable reviews from participants and exhibitors despite slight drop in numbers. **PAGE 28.** FCC Chairman Fowler's call for repeal of Section 315 as well as for action on AM stereo draws enthusiastic ovation. **PAGE 28.** Reports on panels that focused on political and legislative matters begin on **PAGE 29.** Coverage of sessions devoted to business and administrative operations of stations starts on **PAGE 30.** Technical discussion reports commence on **PAGE 38.** Bill Clark is new NRBA board chairman. **PAGE 44.**

JOURNALISM

FOLLOWUP: RTNDA IN NEW ORLEANS ☐ BROADCASTING'S second look at annual convention offers digest of discussions on procedures and problems of broadcast journalists. **PAGE 44.** Cronkite calls for "truth in packaging" in presenting TV news. **PAGE 46.**

LAW & REGULATION

AN ARGUMENT FOR REGULATION ☐ Majority of witnesses at House Telecommunications Subcommittee hearing feel that First Amendment concerns should not preclude legislation to guarantee diversity of voices in new media. **PAGE 52.**

MEDIA

NCTA STAFF GETS HELP ☐ Board votes changes in dues schedule to pay for larger legal and government departments. It also OK's committee to deal with ASCAP. **PAGE 61.**

PROGRAMING

NO BLUES ON 'HILL STREET' ☐ Series is heaviest contributor to NBC's 20 Emmy wins. CBS gets 18, ABC 12 and PBS 8. **PAGE 66.**

BUSINESS

TOTAL U.S. TV HOUSEHOLDS ☐ Nielsen reports 81.9 million for 1981-82 year, up 2.2% from its May estimate. **PAGE 70.**

1979

THE 'BROADCASTING' YEARS ☐ The Iranian hostage crisis and the Three Mile Island accident were but two of the stories for which broadcast journalists were both praised and condemned. Presidential hopefuls for 1980 began jockeying for radio-TV positions. Congress put the Communications Act rewrite on hold, and the FCC took a big step toward deregulating radio. **PAGE 77.**

PROFILE

OPERATING FROM EXPERIENCE ☐ For a long time, Bob Alter gave much of himself in contributing to the success of the Radio Advertising Bureau. In turn, it gave him the successful background for his present post as president of the Cabletelevision Advertising Bureau. **PAGE 103.**

Index to departments

Bottom Line.............. 73
Business Briefly.......... 8
Changing Hands......... 64
Closed Circuit............ 7
Datebook.............. 10
Editorials............. 106
Fates & Fortunes........ 99
For the Record.......... 81
In Brief............... 104
In Sync................. 57
Intermedia............. 62
Monday Memo.......... 20
Monitor................. 68
News Beat.............. 50
Open Mike.............. 19
Stock Index............. 72
Washington Watch........ 58

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year (27.50)

Index to advertisers ■ ABC Radio Enterprises Inside Front Cover ☐ ADM Technology Inc. 3 ☐ Aetna 21 ☐ American Council of Life Insurance 63 ☐ Ampex 16-17 ☐ Associated Press 11 ☐ Barclays American Business Credit 69 ☐ Blackburn & Co. 64 ☐ Broadcast Electronics 46 ☐ CBS Entertainment 22 ☐ CBS FM National Sales 37 ☐ Compact Video Sales 51 ☐ Continental Electronics 62 ☐ Crain Educational Division 62 ☐ R. C. Crisler 42 ☐ Doubleday Broadcasting Back Cover ☐ Firstmark 71 ☐ Frazier, Gross & Kadlec 15 ☐ Gaylord 6 ☐ Home Theater 52 ☐ INA 14 ☐ Paul Kagan 67 ☐ Katz 45 ☐ KVVU-TV 39 ☐ Lorimar 12-13 ☐ Lotus Reps 9 ☐ Lutheran TV Front Cover ☐ Metroweather 73 ☐ National Broadcast Editorial Association 54 ☐ National Translator Association 70 ☐ NBC-TV Network 43 ☐ Noteworthy Co. 68 ☐ Petry Television 41 ☐ Radio Arts, Inc. 35 ☐ RCA 31 ☐ Cecil L. Richards 65 ☐ RKO Radio Inside Back Cover ☐ Seltel 59 ☐ Sherwood, Hennes & Associates 99 ☐ SIN 4 ☐ SRDS 76 ☐ Station Business Systems 10 ☐ Strand Broadcast Services 66 ☐ Joe Sullivan & Associates 8 ☐ William B. Tanner 101 ☐ Edwin Tornberg & Co. 81 ☐ Townsend Associates 56 ☐ Turner Broadcasting 32-33 ☐ Na. TV Log 53, 57, 61 ☐ 20th Century-Fox 47 ☐ UPI 49 ☐ World Northal 55 ☐

Associates Inc., 4701 Willard Avenue, suite 105, Washington 20015.

Oct. 12—*Louisiana Association of Broadcasters* sales seminar. Sheraton Inn, Alexandria, La.

Oct. 13—*Louisiana Association of Broadcasters* sales seminar. Travelodge North, Lafayette, La.

Oct. 13-15—*Western Educational Society for Telecommunications* 11th annual conference. Harrah's, Reno. Information: Dr. Donel Price, Media Production Services, California State University, Los Angeles, 90032. (213) 224-3396.

Oct. 13-15—Broadcasters Clinic sponsored by *University of Wisconsin-Extension*. Sheraton Inn, Madison, Wis. Information: Don Borchert, UW-Extension, Vilas Communication Hall, Madison, Wis., 53706. (608) 263-2157.

Oct. 13-16—*Southern Educational Communications Association* fall planning conference. Bahamar hotel, Fort Lauderdale, Fla.

Oct. 14—*Louisiana Association of Broadcasters* sales seminar. Gateway hotel, Metairie, La.

Oct. 14—Chicago Collegiate Broadcasting Day, sponsored by *Illinois Broadcasters Association* and *Loyola University of Chicago*'s department of communication. Marquette Center, Loyola University of Chicago.

Oct. 14-15—Maryland/Delaware Cable Television Association annual fall meeting. Hyatt Regency, Baltimore.

Oct. 14-18—*Women in Communications* 49th national professional conference. Speakers include David Hartman, ABC-TV's *Good Morning America;* Lee Thornton, CBS News correspondent, and Ellen Goodman, syndicated columnist. Stouffer's, Cincinnati.

Oct. 15—Fund-raising dinner honoring *Sol Taishoff on 50th anniversary of Broadcasting magazine*, for benefit of Broadcast Pioneers Foundation and Broadcast Pioneers Library. Co-chairmen: Reid Chapman, president of Broadcast Pioneers, and Vince Wasilewski, president, National Association of Broadcasters. Washington Hilton.

Oct. 15—*American Council for Better Broadcasts* 28th annual conference. Theme: "Telecommunications in Our Everyday Lives—The New Challenge Toward a Media Wise Society." Capitol Holiday Inn, Washington. Information: ACBB, 120 East Wilson Street, Madison, Wis., 53703. (608) 257-7712.

Oct. 15—*Connecticut Broadcasters Association* annual meeting and fall convention. Hotel Sonesta, Hartford, Conn.

Oct. 15—"Video Production for Filmmakers" seminar, sponsored by Advanced Technology Seminars. Barbizon Plaza, New York. Information: ATS, Suite 610, 1600 Broadway, New York, 10019. (212) 582-6055.

Oct. 15-16—*Pittsburgh chapter, Society of Broadcast Engineers* eighth regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 15-17—*American Women in Radio and Television* Southwest area conference. Hilton LBJ, Dallas.

Oct. 15-17—*Arkansas Broadcasters Association* annual meeting. Sheraton hotel, Fort Smith, Ark.

Oct. 15-18—*American Women in Radio and Television* Northeast area conference. Regency Hyatt Cambridge, Boston.

Oct. 15-18—*American Women in Radio and Television* Southern area conference. Mills House, Charleston, S.C.

Oct. 15-18—*Women in Communications* national conference. Cincinnati. Information: (512) 345-8922.

■ **Oct. 16**—*Black Journalists Association of Southern California*'s first scholarship awards dinner. Speaker: Dwight Ellis, vice president, National Association of Broadcasters. Sheraton Plaza LeReina hotel, Los Angeles.

Oct. 16—*Colorado State University/Colorado Broadcasters Association* 10th annual CSU Broadcast Day. Speaker: Timothy Wirth (D-Colo.), chairman, House Telecommunications Subcommittee. Colorado State University, Fort Collins. Information: Dr. Robert MacLauchlin, (303) 491-6140.

Oct. 16-17—*Friends of Old-Time Radio* annual convention. Holiday Inn, Bridgeport, Conn. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

Oct. 16-17—*Broadcasters Promotion Association/Broadcast Designers Association* board of directors meeting. St. Francis hotel, San Francisco.

Oct. 16-18—*North Carolina AP Broadcasters* annual meeting. Holiday Inn-Coliseum North, Winston-Salem, N.C.

Oct. 19-20—*American Women in Radio and Television* Northeast area conference. Boston.

Oct. 19-21—*Electronic Industries Association* 57th annual conference. Fairmont hotel, San Francisco.

Errata

FCC has released **further corrections to** its listing of **1980 television market financial figures.** New numbers for four markets—Burlington, Vt.-Plattsburgh, N.Y.; Denver; Harrisburg-Lancaster-York-Lebanon, Pa., and Toledo—were announced last month (BROADCASTING, Sept. 7). Now commission has figures for **Las Vegas-Henderson, Nev.:** network sales, $646,685; spot sales, $5,928,094; local sales, $12,505,937; net broadcast revenue, $16,741,908; total broadcast expenses, $20,971,145; total broadcast profit, loss of $4,229,237.

These changes have produced revisions in FCC's totals for time sales on stations in all television markets. New totals are: network (compensation), $368,785,645; spot, $2,920,181,122; local, $2,483,813,244; total broadcast revenues, $4,948,638,157; total broadcast expenses, $3,623,016,583; total broadcast income, $1,325,621,574.

□

Combined network affiliate rating and share performance during **Los Angeles May sweep** period reported in July 6 issue was for **prime-time entertainment** programing, 8 to 10 p.m. Nielsen data cited in report compared affiliates with independent VHF stations during that time period, not 8 to 11 p.m. (independents carry local news from 10 to 11 p.m.). Report incorrectly stated that combined network affiliate rating for 8 to 10 p.m., Monday through Sunday, dropped from 40 to 30 between May 1980 and May 1981 sweeps. **Combined rating actually dropped from 40 to 38.**

□

Correct buyer **principals** and percentages of **WYVA(FM) Yorktown, Va.** ("Changing Hands," April 27 and "For the Record," Sept. 1) are **Joseph F. Hennessey, Lynda B. Lovett, Craig L. and Thomas L. Siebert** (23.5% each), **Richard J. Rowlenson** (5.55%) and **Stanley J. Karas** (0.28%). They are same principals who bought, subject to FCC approval, WANB-AM-FM Waynesburg, Pa. (BROADCASTING, Sept. 14).

□

James Morrison, former VP of marketing for Ditek, Los Angeles, becomes Western broadcast sales manager for **Hitachi** there, not Fernseh, as reported in "Fates & Fortunes," Aug. 24.

Oct 12

A unique advertising opportunity—once in 50 years.

On October 12, 1981, BROADCASTING will celebrate its own golden anniversary in a one-of-a-kind issue. We'll pay due court to the past in an "At Large" interview with Editor Sol Taishoff, filling in between the lines of stories published over the last 50 years, and in a year-by-year chronology that will be a standard reference to the magazine's—and the industry's—first half-century. But we'll also pay court to the future in an ambitious, wide-ranging look ahead to the next 20 years of the Fifth Estate. We call it our "2001 Story." We think you'll call it great.

Bonus readership for your advertising. Reserve space now.

For placements from the North and East, call Win Levi, Dave Berlyn or Charles Mohr at (212) 599-2830; from the South, call Gene Edwards (202) 638-1022; from the West, call Tim Thometz at (213) 463-3148. From any point of the compass, call David Whitcombe or John Andre at (202) 638-1022.

You belong in Broadcasting Oct 12

Ltd. for the development of the Mark III Flying Spot Telecine.

Theme of the Sunday evening telecast was "The American Family and Television," which some observers felt might have been chosen in part to offset the recent round of criticism about portrayals of sex and violence. One of the program's several production numbers, however, included stars of daytime soap operas singing, "If you want sex and lust and crime, give us the time and we'll make it fit in." Later in the show, a backyard-type satellite earth station was moved on stage, which MacLaine introduced as the "latest status symbol since the hot tub." A family of four then appeared to sing a boastful song about being "the first ones on the block with a dish."

Carson lobbies for tax credit

'Tonight Show' host sends lawyer to DC to extend tax break to his and similar programs

Johnny Carson is doing his bit for supply-side economics—for the supply of his side, at least. He is lobbying for the same 6 2/3% investment tax credit now given to movies, entertainment productions and television series. The *Tonight Show,* whose production company is partially owned by Carson, is mentioned in a committee report accompanying a 1976 tax act as the kind of production not entitled to

Monitor

Dates set. CBS-TV announced starting dates last week for seven of its programs, completing scheduling information for its 1981-82 prime-time season (BROADCASTING, Sept. 14). On Monday night, *M*A*S*H* (9-9:30 p.m.) will start on Oct. 26 and *House Calls* (9:30-10 p.m.) and *Lou Grant* (10-11 p.m.) on Nov. 2. Starting on Nov. 11 on Wednesday are *Nurse* (9-10 p.m.) and *Shannon* (10-11 p.m.). Premiere date on Thursday for *Knots Landing* (9-10 p.m.) is Nov. 12, while *Close Up: Jessica Novak* (10-11 p.m.) begins on Nov. 5. CBS has ordered production of five episodes of *Making the Grade,* half-hour situation comedy from Paramount Television and UBU Productions. Replacement series deals with faculty working at inner-city high school. CBS Entertainment has approved production of untitled half-hour sitcom pilot from Universal Television and starring Lucie Arnaz and her husband, Larry Luckenbill.

□

Joining forces. MCA Inc. and Thorn EMI Ltd., two corporations heavily involved in home entertainment, have formed new joint venture that will produce and distribute programing for home video market. MCA-Thorn EMI Programs International, as Los Angeles-based unit is being called, will produce programs ranging from "how to" shows to feature films. Spokesman predicted about 10 projects, varying in budget from less than $100,000 to over $1 million, will be undertaken in first year of operation. Thorn has been involved in VHD and MCA in laser-based videodisk technologies in past, and will emphasize them in developing software through new alliance.

□

Cable's NATPE presence. NATPE is going to New Orleans, taking three booths at NCTA/CTAM cable software symposium, slated for Oct. 4-6, in joint venture with nine NATPE associate members: Avco Embassy, Fremantle, Leo Cutman Inc., MGM-TV, Syndicast, Telepictures, Trident, VU-TV and Weiss Global.

□

Close to home. Claiming "single biggest commitment to an ongoing series," in station's history WCVB-TV Boston plans to premiere live prime-access news and public affairs strip beginning in January 1982. As yet untitled show is said to have "operating budget approaching $1 million" and will concentrate on New England. Staff of 22 is planned, including three on-air hosts/correspondents.

Color Helps

When you color code your 45 record library, you simplify selection and speed up handling. Your DJs will have more time to do some selling and will spend less time hunting for the hits your listeners want to hear.

We manufacture sturdy 45 RPM record jackets called Recordvelopes in four eye-catching colors — red, blue, gold and green—so that you can classify your record library for easy reference as well as protect your valuable hits better than ever before.

For as little as 3½¢ apiece, why not simplify life? Write or call for more information, a free sample and prices.

The Noteworthy Company

Manufacturers of Recordvelopes • Amsterdam, NY 12010 • 518/842-2660

Ratings Roundup

The ratings tables turned for the week ended Sept. 13.

NBC-TV which has spent most of prime time in third place, came out on top. CBS-TV, after 16 consecutive wins, fell to third.

For the week, NBC earned a 15.3 rating and 27 share; ABC-TV was a close second with 15.2/26 and CBS trailed with 14.7/26.

The only other NBC victories since fall 1980 were two *Shogun* weeks in September and two World Series weeks in October.

For all three networks, the week was heavy on specials. Top-rated in rating and share was NBC's *Miss America Pageant* on Saturday, bringing in a 22.3/45. CBS tied in rating with a lower share (22.3/37) for Sunday's *33d Annual Emmy Awards.* An *NFL Football* special (Pittsburgh vs. Miami) on Thursday earned ABC a winning 20.5/36—scoring higher than a successful season opener of ABC *NFL Monday Night Football* (19.5/35) with San Diego vs. Cleveland.

While NBC forfeited its usual ratings strength on Wednesday for the sake of an *NBC White Paper: America Black and White* (10.7/19), it had wins on two other nights. A special *Little House on the Prairie* repeat (16.1/28) followed by a strong rerun performance of the conclusion of "The Best Place to Be" movie (20.9/34) won Tuesday. Saturday was *Miss America's* night.

The First 20

1.	*Miss America Pageant* (special)	NBC	22.3/45
2.	*33d Annual Emmy Awards* (special)	CBS	22.3/37
3.	*The Best Place To Be (Part II)* (movie)	NBC	20.9/34
4.	*Best Of The West* (series premiere)	ABC	20.8/40
5.	*Three's Company*	ABC	20.8/33
6.	*NFL Foothall Special* (special)	ABC	20.5/36
7.	*NFL Monday Night Football*	ABC	19.5/35
8.	*60 Minutes*	CBS	19.2/38
9.	*Too Close For Comfort*	ABC	19.1/30
10.	*M*A*S*H*	CBS	18.9/30
11.	*Dukes of Hazzard*	CBS	18.7/34
12.	*Diff'rent Strokes*	NBC	18.6/32
13.	*Hart to Hart*	ABC	18.4/31
14.	*Happy Days*	ABC	18.2/32
15.	*Laverne & Shirley*	ABC	18.1/30
16.	*WKRP in Cincinnati*	CBS	17.2/30
17.	*Dallas*	CBS	17.1/34
18.	*The Best Place To Be (Part I)* (movie)	NBC	16.8/27
29.	*CHiPs*	NBC	16.8/27
20.	*Vega$*	ABC	16.6/28

The Final Five

54.	*White Seal* (special)	CBS	8.9/16
55.	*Dr. Seuss-Hoober Bloob Hy* (special)	CBS	8.9/15
55.	*Games People Play*	NBC	8.8/16
56.	*True Life Stories* (special)	ABC	7.7/15
57.	*The Gene Merchants* (special)	ABC	6.2/12

BEST AVAILABLE COPY

Nielsen TV homes hit 81 million

A.C. Nielsen's estimate of total U.S. TV households, already having broken the 80-million mark at last count, now stands at 81,937,250 for the 1981-82 broadcast year (BROADCASTING, Sept. 14).

That's up 2.2% from the 80,171,150 estimate Nielsen gave last May when it adjusted its 1980-81 figures to the results of the 1980 census.

Nielsen Station Index has released its local TV household estimates with ranking changes for well over half of its designated market areas (DMA's). New to the count are Alaska DMA's, meaning that Nielsen will be covering all 50 states.

Four new DMA's have been added—Anchorage; Fairbanks, Alaska; Bend, Ore., and Lafayette, Ind. Two no longer are listed independently. Hagerstown, Md., has been combined with Washington, and Rhinelander, Wis., now is part of the Wausau, Wis., DMA. In all there are now 205 DMA's.

The estimates, projected for Jan. 1, take effect with the October 1981 survey period and will be used through July 1982 measurement.

Among the ranking changes, most involve only one or two positions. In the top-10 list, Washington, now with Hagerstown, moved from ninth to eighth, and Cleveland dropped from eighth to ninth.

Albany-Schenectady-Troy, N.Y., 51st last May, now has made it into the top 50 in 50th place. Dayton, Ohio, formerly 49th has dropped to 51st. While more than half the DMA's changed ranks, no markets left the top-100 list.

New rank	*Old rank*	*Market*	*New TV Households*
1	1	New York	6,409,720
2	2	Los Angeles, Palm Springs	4,214,600
3	3	Chicago	2,944,860
4	4	Philadelphia	2,400,780
5	5	San Francisco-Oakland	1,950,270
6	6	Boston, Manchester, Worcestr	1,920,160
7	7	Detroit	1,658,910
8	9	Washington	1,467,620
9	8	Cleveland, Akron	1,402,020
10	10	Dallas-Fort Worth	1,355,900
11	11	Houston	1,255,010
12	12	Pittsburgh	1,202,490
13	13	Miami-Fort Lauderdale	1,099,690
14	14	Seattle-Tacoma	1,093,860
15	15	Minneapolis-St. Paul	1,071,370
16	16	Atlanta	1,062,690
17	17	St. Louis	1,029,430
18	18	Tampa-St. Petersbg, Sarasota	1,028,780
19	21	Denver	858,930
20	20	Baltimore	835,150
21	23	Sacramento-Stockton, Calif.	833,700
22	19	Indianapolis	804,420
23	22	Portland, Ore.	789,360
24	26	Phoenix, Flagstaff	727,150
25	24	Hartford-New Haven, Conn.	707,810
26	25	Cincinnati	707,560
27	28	San Diego	699,110
28	27	Kansas City	688,930
29	29	Milwaukee	679,100
30	30	Nashville, Bowling Green	675,810
31	32	Charlotte, N.C.	613,740
32	31	Buffalo, N.Y.	613,110
33	33	Providence, R.I.-New Bedford, Mass.	601,880
34	35	Orlando-Daytona Beach, Fla.	595,990
35	34	New Orleans	590,880
36	37	Memphis	581,190
37	36	Columbus, Ohio	576,840
38	38	Greenville-Spart, S.C.-Asheville, N.C.	574,160
39	39	Grand Rapids-Kalmzoo-B Crk., Mich.	566,750
40	40	Birmingham, Anniston, Ala.	563,670
41	44	Raleigh-Durham, N.C.	530,890
42	41	Oklahoma City	528,260
43	42	Louisville, Ky.	528,190
44	43	Salt Lake City	522,960
45	45	San Antonio, Tex.	502,930
46	46	Charleston-Huntington, W. Va.	490,840
47	48	Norfolk-Portsmth-Newpt News, Va.	480,380
48	50	Harrisburg-Lncstr-Leb-York, Pa.	473,620
49	47	Wilkes Barre-Scranton, Pa.	469,230
50	51	Albany-Schenectady-Troy, N.Y.	463,300
51	49	Dayton, Ohio	460,350
52	53	Greensboro-H. Point-W. Salem, N.C.	449,510
53	52	Syracuse, Elmira, N.Y.	446,770
54	54	Flint-Saginaw-Bay City, Mich.	443,610
55	55	Richmond-Petrsbg, Charltsvl, Va.	429,540
56	57	Little Rock-Pine Bluff, Ark.	429,150
57	56	Shreveport, La.	427,530
58	58	Tulsa, Okla.	420,190
59	59	Wichita-Hutchinson, Kan.	404,170
60	60	Toledo, Ohio	401,590
61	61	Knoxville, Tenn.	392,380
62	62	Mobile, Ala.-Pensacola, Fla.	383,590
63	63	Jacksonville, Fla.	371,510
64	65	Fresno (Visalia), Calif.	365,030
65	64	Roanoke-Lynchburg, Va.	360,390
66	66	Albuquerque, Farmington, N.M.	350,710
67	67	Green Bay, Wis.	347,130
68	69	West Palm Beach, Fort Pierce, Fla.	345,320
69	68	Des Moines-Ames, Iowa	340,560
70	71	Omaha	337,630
71	70	Rochester, N.Y.	333,520
72	72	Spokane, Wash.	331,800
73	74	Portland-Poland Spring, Me.	322,720
74	73	Davenport, Iowa-R. Island-Moline, Ill.	320,030
75	75	Champaign-Sprngfld-Decatur, Ill.	316,150
76	76	Cedar Rapids-Watrloo, Dubuq, Iowa	313,950
77	81	Johnstown-Altoona, Pa.	312,520

NTA

Attend the Official
Low Power/Translator TV-FM
'81 CONVENTION
at the Hilton Inn
Albuquerque, New Mexico
November 5, 6 and 7

Equipment Exhibits
(Satellite-Translator-Origination-Low Power Station)
FEATURING
- LPTV Workshops
- Communications Leaders of Industry & Government

FOR INFORMATION CONTACT
NATIONAL TRANSLATOR ASSOCIATION
36 South State Street · Suite 2100
Salt Lake City, Utah 84111 · (801) 237-2623

New rank	*Old rank*	*Market*	*New TV Households*
78	78	Honolulu	300,560
79	77	Paducah, Ky-C. Girardeau, Mo.-Harrbg, Ill.	298,560
80	80	Chattanooga, Tenn.	286,150
81	82	South Bend-Elkhart, Ind.	277,660
82	83	Bristol-Kingsport-Johnson City, Tenn.	274,550
83	86	Lexington, Ky.	266,960
84	84	Springfield, Mo.	264,190
85	80	Jackson, Miss.	260,260
86	85	Lincoln-Hstngs-Krny, Neb.	251,130
87	88	Tucson (Nogales), Ariz.	250,380
88	87	Evansville, Ind.	245,390
89	90	Austin, Tex.	242,380
90	89	Huntsville-Decatur, Flornce, Ala.	239,160
91	93	Baton Rouge	235,920
92	92	Youngstown, Ohio	233,880
93	100	Fort Wayne, Ind.	232,140
94	95	Columbia, S.C.	231,240
95	94	Springfield-Holyoke, Mass.	228,530
96	96	Burlington, Vt.-Plattsburgh, N.Y.	225,270
97	97	Peoria, Ill.	221,050
98	91	Greenville, N. Bern-Washngtn, N.C.	218,560
99	99	Lansing, Mich.	213,810
100	98	Sioux Falls (Mitchell), S.D.	210,150
101	102	Waco-Temple, Tex.	207,830
102	101	Fargo-Valley City, N.D	207,010
103	103	Colorado Springs-Pueblo	201,410
104	104	El Paso, Tex.	200,330
105	105	Madison, Wis.	199,140
106	106	Augusta, Ga.	196,950
107	115	Lafayette, La.	194,310
108	107	Las Vegas	190,550
109	109	Rockford, Ill.	185,820
110	108	Wheeling-Steubenville, W. Va.	185,420
111	112	Savannah, Ga.	187,700
112	110	Monroe, La.-El Dorado, Ark.	181,550
113	111	Montgomery, Ala.	181,490
114	114	Monterey-Salinas, Calif.	179,660
115	113	Charleston, S.C.	178,990
116	116	Columbus, Ga.	174,100
117	117	Duluth, Minn.-Superior, Wis.	173,440
118	118	Terre Haute, Ind.	172,980
119	120	Santa Barbara-SanMar-SanLuOb, Calif.	172,030
120	119	Amarillo, Tex.	170,890
121	121	Joplin, Mo.-Pittsburgh, Kan.	168,950
122	122	Yakima, Wash.	167,620
123	123	Eugene, Ore.	166,010
124	125	Fort Myers-Naples, Fla.	164-610
125	124	Wichita Falls-Lawton, Tex.	161,260
126	127	Beaumont-Port Arthur, Tex.	159,240
127	126	Binghamton, N.Y.	158,910
128	128	Wilmington, Del.	156,280
129	130	Columbia-Jefferson City, Mo.	154,190
130	129	Sioux City, Iowa	153,740
131	131	Corpus Christi, Tex.	152,760
132	140	Tallahassee, Fla.-Thomasville, Ga.	152,290
133	145	Wausau, Wis.	151,810
134	134	Harlingen-Weslaco, Tex.	151,020
135	132	Lubbock, Tex.	150,750
136	136	Reno	150,700
137	133	La Crosse-Eau Claire, Wis.	149,600
138	138	Macon, Ga.	148,590
139	137	Traverse City-Cadillac, Mich.	147,700
140	135	Erie, Pa.	147,410
141	141	Mason City, Iowa-Austin-Rochestr, Minn.	144,150
142	142	Boise, Idaho	141,370
143	139	Columbus-Tupelo, Miss.	137,030
144	143	Minot-Bismark-Dickinson, N.D.	136,430
145	144	Chico-Redding, Calif.	135,630
146	146	Beckley-Bluefield-Oak Hill, W. Va.	131,170
147	147	Fort Smith, Ark.	127,280
148	148	Bakersfield, Calif.	125,360
149	150	Odessa-Midland-Monahans, Tex.	123,930
150	149	Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	122,560
151	152	Bangor, Me.	120,620
152	153	Topeka, Kan.	120,040
153	151	Albany, Ga.	119,900
154	154	Medford-Klamath Falls, Ore.	113,960
155	156	Abilene-Sweetwater, Tex.	101,230
156	158	Florence, S.C.	98,670
157	157	Utica, N.Y.	97,390
158	159	Tyler, Tex.	94,560
159	162	Idaho Falls-Pocatello	91,450
160	160	Rapid City, S.D.	90,580
161	161	Dothan, Ala.	87,580
162	163	Alexandria, Minn.	87,090
163	164	Hattiesburg-Laurel, Miss.	82,220
164	166	Salisbury, Md.	79,000
165	—	Anchorage, Alaska	77,850
166	167	Clarksburg-Weston, W. Va	75,140
167	168	Lake Charles, La.	71,640
168	169	Billings, Mont.	71,340
169	170	Meridian, Miss.	69,430
170	171	Gainesville, Fla.	69,170
171	172	Panama City, Fla.	66,880
172	176	Missoula, Mont.	65,630
173	191	Greenwood, Miss.	65,580
174	173	Ada-Ardmore, Okla.	65,440
175	165	Alexandria, La.	65,420
176	174	Jonesboro, Ark.	65,330
177	175	Great Falls, Mont.	64,640
178	177	Watertown, N.Y.	62,010
179	178	Butte, Mont.	61,430
180	179	St. Joseph, Mo.	60,650
181	181	Yuma-El Centro, Ariz.	58,810
182	180	Cheyenne, Wyo.-Scottsblf-Sterling, Neb.	57,940
183	182	Parkersburg, W. Va.	57,490
184	185	Casper-Riverton, Wyo.	56,890
185	184	Biloxi-Gulfport, Miss.	56,740
186	183	Mankato, Minn.	56,440
187	186	Eureka, Calif.	55,170
188	187	Marquette, Mich.	54,000
189	188	Roswell, N.M.	52,770
190	189	Grand Junction-Montrose, Mich.	50,470
191	190	Ottumwa, Iowa-Kirksville, Mo.	44,050
192	192	Jackson, Tenn.	43,450
193	—	Lafayette, Ind.	41,320
194	193	Lima, Ohio	39,640
195	194	San Angelo, Tex.	34,720
196	195	Harrisonburg, Va.	31,670
197	196	Zanesville, Ohio	30,130
198	198	Twin Falls, Idaho	30,030
199	197	Presque Isle, Me.	29,600
200	199	Laredo, Tex.	28,610
201	—	Bend, Ore.	24,800
202	—	Fairbanks, Alaska	20,360
203	201	North Platte, Neb.	15,740
204	202	Alpena, Mich.	15,360
205	203	Glendive, Mont.	5,000

Yea on hard liquor, no on cigarette advertising, cable forum says

Ad Club in New York reviews current ad state in cable and what the future holds

Cigarette ads may be seen on cable, but liquor's another story. That was one point discussed last Tuesday at a New York forum sponsored by the Advertising Club of New York. A panel of industry representatives were on hand to share their in-

For 22 years we've been providing the **missing link**

Not just money ideas, but many ideas—for your communications effort. Financing for cable, earth station, radio or TV. Call Bill Van Huss, Phil Thoben or Bill Kennedy.

Firstmark Financial

Firstmark Financial Corporation

Communications Finance Div.
110 E. Washington St.
Indianapolis, IN 46204
317/638-1331

miles S.W. of Commerce, North of State Rt. 24. Action Aug. 27.

■ *KKED-FM Corpus Christi, Tex.—Granted construction permit to change TL, increase HAAT to 809.9 ft. (H&V); and make changes in ant. sys. Action Aug. 31.

■ *KNTU(FM) Denton, Tex.—Granted mod. of CP (BPED-2244, as mod.) to make changes in ant. sys.; change TL; change type trans.; change type ant., decrease ERP to 6.7 kw (H&V); increase HAAT to 309 ft. (H&V) and change TPO. Action Aug. 18.

■ KJKJ(FM) Logan, Utah—Granted CP to change TL; specify RC; increase ERP to 34(H); HAAT to 2038 ft. (H), and make changes in ant. sys. Action Aug. 31.

■ WTZE-FM Tazewell, Va.—Granted CP to change TL; increase ERP to 1.8 kw (H&V); change HAAT to 395 ft. (H&V) and make changes in ant. sys. Action Aug. 11.

■ *KEWC-FM Cheney, Wash.—Granted CP to change freq. to 89.5 mhz; ERP to 57.64 w; HAAT plus 273 ft. Action Aug. 14.

■ *KWRS(FM) Spokane, Wash.—Granted CP to increase ERP to 100 w. Action Aug. 17.

■ *KNHC(FM) Seattle, Wash.—Granted CP to make changes in ant. sys.; change type ant.; change from directional to non-directional ant.; change ERP to (H) and 2.463 kw (V); decrease HAAT to 301 ft. (H&V) and change TPO. Action Aug. 26.

■ WLUM(FM) Milwaukee, Wis.—Granted modificaton of CP (BPH-790720AL) to change type trans.; change type ant.; increase ERP to 50 kw (H&V); decrease HAAT to 489 ft. (H&V) and change TPO. Action Aug. 27.

■ *WUWM(FM) Milwaukee—Granted CP to increase ERP to 7.13 kw; change HAAT to 871 ft. Action Aug. 26.

TV actions

■ KREZ-TV Durango, Colo.—Granted request to operate trans. by RC from SL at 25825 U.S. Highway 550S/160E, Durango, Colo. Action Sept. 1.

■ WTGL(TV) Cocoa, Fla.—Granted MP (BPCT-5158) to move main studio outside city of license to 4700 West King Street, Highway 520, Cocoa, Fla. Action Aug. 26.

■ WIYE(TV) Leesburg, Fla.—Granted modification of CP (BPCT-5075, as mod.) to change ERP to 163.68 kw vis., 16 kw aur; change type ant.; change HAAT to 435 ft. Action Aug. 25.

■ KSDK(TV) St. Louis—Granted request to operate trans. by RC from proposed SL at Television Plaza, 1010 Market Street, St. Louis. Action Sept. 1.

■ *KAVT-TV Austin, Minn.—Granted MP (BPET-790604KG) to change ERP to 1215.2 kw vis., 121.8 kw aur.; change TL to change type ant.; and make change to ant. sys.; change HAAT to 380 ft. Action Aug. 21.

■ WITN-TV Washington, N.C.—Granted request to operate trans. by RC from SL at 2.6 miles S.W. of Washington on U.S. Hwy. 17, Washington, N.C. Action Sept. 1.

■ WTOL-TV Toledo, Ohio—Granted authority to operate trans. by RC from SL at 730 North Summit Street, Toledo, Ohio. Action Sept. 1.

■ KECH(TV) Salem, Ore.—Granted authority to operate trans. by RC from SL at 4923 Indian School Road, N.E. Salem, Ore. Action Sept. 1.

■ KFDA-TV Amarillo, Tex.—Granted authority to operate trans. by RC from SL at Broadway and Cherry, Amarillo, Tex. Action Sept. 1.

■ WFAA-TV Dallas—Granted CP to make changes to ant. sys. Action Sept. 1.

■ KTXA(TV) Ft. Worth, Tex.—Granted authority to operate trans. by RC from SL at 1712 East Rondol Mill Road, Arlington, Tex. Action Sept. 1.

In Contest

FCC decisions

■ ALJ Byron E. Harrison granted application of Mendocino Coast Wireless Co. for new FM on 95.3 mhz at Fort Bragg, Calif. Since comparative issues became moot with dismissal of competing application, only issue remaining was whether John Detz, Mendocino principal, misrepresented facts or lacked candor in affidavit dated June 24, 1980, concerning pending broadcast applications and qualifications of Mendocino to be FCC licensee. Judge pointed out that misrepresentation issue resulted from petition to enlarge issues filed by Fort Bragg less than two weeks before hearing on then-mutually exclusive applications. Fort Bragg alleged that Mendocino failed to amend applications on file with FCC to reflect subsequently filed applications because of its unstable financial condition. Mendocino said this was not so, but it was on advice it believed it had from Samuel Miller, counsel at time, that such amendments did not have to be filed until shortly before designation hearing. Noting that Miller also filed affidavit denying that he ever gave Detz such advice or that he was attorney for Mendocino, Judge said question therefore was whether Mendocino sought to defeat misrepresentation charge by false affidavit. While two affidavits are conflicting, Judge said record permitted opposite conclusion. Judge said that situation arose "when an attorney and potential client failed to establish their exact working relationship at the outset and ended up with Detz attempting to justify certain actions based on his interpretation of what he thought that relationship was." Judge said it was clear that Miller gave "limited" legal advice to Mendocino, and that there was complete misunderstanding between Detz and Miller between so-called updating amendments and perfecting amendments. Judge said it was reasonable For Detz to interpret Miller's advice as general statement applicable to all amendments. Action Sept. 3.

■ ALJ Joseph Stirmer granted application of Special Markets Media Inc., for new AM at Raleigh, N.C. and denied competing applications of New Sound Inc., and Interstate Broadcasting System Inc. Station will operate on 570 khz, facilities formerly of WLLE whose license was revoked anf Faith Communicastions Inc. has been providing service since Feb. 1980. Judge Stirmer found that while all three applicants were qualified, Special Markets was best choice since its proposal to integrate its owners into day-to-day management of the station (100%) was "overwhelmingly superior to that proposed by the other applicants. Action Aug. 28.

■ FCC Review Board has scheduled oral argument for Sept. 23 at 10 a.m., in Room 235, 2000 L St., N.W., Washington D.C., to consider initial decision involving grant of CP's for facilities of two Omaha, Neb., radio stations. Last May ALJ Frederic J. Coufal granted applications of Nebraska-Iowa Broadcasting for facilities of former station KOIL(AM) and Webster-Baker Broadcasting Co. for facilities of KEFM(FM). They and third party, Omaha Broadcasting Service Co., all filed applications for both AM and FM stations. In 1975 FCC denied KOIL and KEFM renewal and directed their common licensee, Central States Broadcasting Inc., to terminate operation of stations on September 2, 1976.

Allocations

Petitions

■ Greenville, Ala.—In response to petition by Greenville Broadcasting Co.: proposed assigning 94.3 mhz to Greenville as its second FM; comments due Nov. 2, reply comments Nov. 23 (BC Doc. 81-613). Action Aug. 25.

■ Agana, Guam.—In response to petition by Guam Radio Services Inc.: proposed assigning 100.3 mhz to Agana as its third FM; comments due Oct. 26, replies Nov. 16 (BC Doc. 81-595). Action Aug. 20.

■ West Liberty and Flemingsburg, both Kentucky—In response to petition by Langley Franklin: proposed assigning 106.3 mhz from Flemingsburg, Ky., to West Liberty; comments Nov. 2, reply comments Nov. 23 (BC Doc. 81-616). Action Aug. 25.

■ Cadillac, Mich.—In response to petition by MacDonald Broadcasting Co.: proposed assigning 107.1 mhz to Cadillac as its third FM; comments due Oct. 26, replies Nov. 11 (BC Doc. 81-596). Action Aug. 20.

■ Ontonagon, Mich.—In response to petition by Harvey L. Desnick: proposed assigning 98.3 mhz to Ontonagon as its first FM; comments due Oct. 26, replies Nov. 16 (BC Doc. 81-597). Action Aug. 20.

■ Bozeman, Mont.—In response to petition by Mayfish Corp.: proposed assigning 95.1 mhz to Bozeman as its second FM; comments due Oct. 26, replies Nov. 16. (BC Doc. 81-594). Action Aug. 20.

■ Thoreau, N.M.—In response to petition by Hal Inc: proposed assigning 99.9 mhz to Thoreau as its first FM; comments due Nov. 2, reply comments Nov. 23 (BC Doc. 81-615). Action Aug. 25.

■ Spearfish, S.D.—In response to petition by Spearfish Communications Co.: proposed assigning 107.1 mhz to Spearfish as its first FM; comments due Oct. 26, replies Nov. 16 (BC Doc. 81-593). Action Aug. 20.

■ Charleston, W.Va.—In response to petition by Communicast Inc.: proposed assigning 100.9 mhz to Charleston as its fifth FM; comments due Nov. 2, reply comments Nov. 23 (BC Doc. 81-614). Action Aug. 25.

Assignments

■ Fort Bragg and Mendocino, both California—Assigned 97.7 mhz to Fort Bragg, as its second FM assignment, and reassigned of 92.7 mhz from Ft. Bragg to Mendocino to reflect actual use there, effective Nov. 2 (BC Doc. 81-153). Action Aug. 25.

■ Newberry, S.C.—Assigned 106.3 mhz to Newberry as its first FM, effective Oct. 26. (BC Doc. 81-108). Action Aug. 20.

■ Selmer, Tenn.—Assigned 105.5 mhz to Selmer as its first FM, effective Oct. 26 (BC Doc. 81-107). Action Aug. 31.

Cable

■ Following cable service registrations have been filed at FCC:

■ Teleprompter Southeast Inc. for Prichard, Ala. (AL0099) add signal.

■ Pinebelt Cablevision for Satsuma, Ala. (AL0219) new signal.

■ Santa Rosa Cable TV Inc. for Santa Rosa, N.M. (NM0099) new signal.

■ Newchannel Corp. for Granby, N.Y. (NY0937) new signal.

■ Rogue Valley Cable TV Inc. for Rogue River, Gold Hill, and Rogue River Valley, all Oregon (OR0251, 252, 253) new signal.

Summary of broadcasting

FCC tabulations as of July 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,616	3	0	4,619	124	4,743
Commercial FM	3,325	2	0	3,327	176	3,503
Educational FM	1,107	0	0	1,107	68	1,175
Total Radio	9,048	5	0	9,053	368	9,421
Commercial TV						
VHF	521	1	0	522	6	528
UHF	243	0	0	243	112	355
Educational TV						
VHF	103	1	3	108	6	113
UHF	156	2	4	162	17	179
Total TV	1,023	4	7	1,034	141	1,175
FM Translators	381	0	0	381	207	588
TV Translators						
UHF	2,655	0	0	2,655	39	2,836
VHF	1,468	0	0	1,468	423	1,891

*Special temporary authorization

**Includes off-air licenses

CBS-AT&T-ABC-ESPN et al □ Fowler's goodbye to Big Brother □ 'At Large' with NBC's Grant Tinker

Broadcasting Sep 28

The News Magazine of the Fifth Estate □ Vol. 101 No. 13

50th Year □ 1981

c 1750-1

NEW

The John Davidson Show is exploding with new excitement this Fall.

More shows built around topics of special interest: from blondes to diets to motherhood. Salutes to TV's biggest hits, America's greatest cities, super stars, and super movies and their makers. An event-filled week from colorful Monte Carlo.

More top names. More interaction among guests. More conversational sparks. More informative, compelling features.

More for stations to promote. More for viewers to enjoy.

All brought together by a master entertainer who's fast become one of television's most engaging hosts, John Davidson.

Call (213) 760-8800
or (212) 983-5343 for a screening

20814SCHWAC6681 PIA JUN/82
A C SCHWARZ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

The First 50 Years Of Broadcasting

1980

□

PAGE 55

The Week in Brief

TOP OF THE WEEK

FOWLER'S THINKING □ In speech that brings down house at IRTS, FCC chairman spells out ideology that underlies his marketplace approach to unregulation. He includes rebuke for those who stepped back from fight for First Amendment rights. **PAGE 19.**

MORE MATINGS OF MAJORS □ ABC's deal with Getty's ESPN and possible CBS pact with AT&T are latest joint efforts involving big companies attracted to developing media. **PAGE 21.**

AFFILIATE BACKLASH □ Stations of all three commercial TV networks voice alarm about NBC's plan for hour-long evening newscasts, claim viewers want more local news, not more national. **PAGE 22.**

RIDING HERD ON AT&T □ GAO report to House subcommittee's joint hearing claims FCC has not adequately regulated telephone industry and says commission will have to delay implementation of decision to allow AT&T to compete in nonregulated services. **PAGE 23.**

RADIO FREE CUBA □ Administration plans station to broadcast "truth" to island nation. It creates uneasiness among U.S. officials preparing to enter hemispheric spectrum negotiations. **PAGE 23.**

BOTTOM LINES FROM WASHINGTON □ Delegates to Broadcast Financial Management Association convention are briefed on Reaganomics, hear some regulatory dialogue and get reports on outlook for communications media from industry leaders. **PAGE 24.**

AT LARGE

EASY DOES IT AT NBC □ Grant Tinker doesn't dwell on the fact that he was bequeathed a third-place network. Instead, NBC's new chairman is happy about his inheritance of good people with great potential. In a low-key discussion Tinker candidly tells BROADCASTING editors how he assesses the competition and his method for redesign. **PAGE 29.**

LAW & REGULATION

DIVERSITY OF INFORMATION □ In prologue to writing of new communications legislation, Wirth committee is told marketplace forces do not guarantee wide choice and that there are dangers in private bottlenecks by those who control facilities. **PAGE 38.**

EXCLUDED □ Parren Mitchell criticizes limited role of minorities and small businesses in cable as his subcommittee holds hearings on that issue. **PAGE 39.**

LESS PUBLICIZED PROPOSALS □ Not receiving as much attention in FCC's legislative package are series of suggested reforms in agency's housekeeping. **PAGE 41.**

JOURNALISM

BRINKLEY TO ABC □ He will anchor *This Week* and do special assignments. Veteran newsman says he had no place to go at NBC after 38 years and that he tired of Washington-New York shuttling. **PAGE 45.**

PROGRAMING

LEVIN'S WARNING □ Time Inc. executive tells cable to fight censorship, takes particular aim at Morality in Media. **PAGE 50.**

INADEQUATE CHILDREN'S FARE □ That is finding of ACT survey filed with FCC, accompanied by Charren blast against broadcasters and charge that commission is shirking its duty. **PAGE 52.**

1980

THE 'BROADCASTING' YEARS □ Jimmy Carter's administration started to file out of Washington. Lionel Van Deerlin, who never realized his Communications Act rewrite, was also swept from office. CBS-TV snatched back the prime-time ratings crown. And the Justice Department grounded the satellite pay-cable plans of a combine headed by Getty Oil. **PAGE 55.**

PROFILE

PUTTING HIS BRAND ON DL&A □ William Sims has come a long way since he was a barefoot boy in Texas. But since 1948, he has been in one place, Dow, Lohnes & Albertson, contributing to the growth of that prestigious Washington communications firm. **PAGE 79.**

Index to departments

At Large 29
Business Briefly 8
Changing Hands 46
Closed Circuit 7
Datebook 14
Editorials 82
Fates & Fortunes 75
For the Record 60
In Brief 80
Monday Memo 10
Monitor 51
Open Mike 17
Stock Index 48
Washington Watch 40

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year (27.50).

Index to advertisers ■ Blackburn & Co. 46 □ Broadcast Electronics 15 □ Broadcast Personnel 75 □ Channels of Communications 4 □ Continental Electronics 49 □ R.C. Crisler 47 □ Sandy Frank 28 □ Gold Key 35, 42-43 □ Group W Productions Front Cover □ Hillier, Newmark, Weschler Inside Back Cover □ Lorimar 12-13 □ Lotus Reps 9 □ Lutheran Laymen's League 27 □ MCA-TV 6 □ Media People 77 □ Metro Weather 8 □ Microprobe 61 □ Mutual Broadcasting System 11 □ NAMSCO 54 □ NEC Back Cover □ RCA 31 □ Storer Inside Front Cover/Page 3 □ William B. Tanner 76 □ 20th Century-Fox TV 32-33 □ WPMI 16 □ WRGB 18 □ World Wide Bingo 49 □

- Community Cable Service Inc. for Fall, Ohio (OH0900) new signal.
- Warner Amex Cable Communications Inc. for Poquoson, Va. (VA0269) new signal.
- Total TV Inc. d/b/a Total TV of Burlington for Burlington and Manitowoc, both Wisconsin (WI0285, 286) new signal.
- Batterview Cablevision of Oregon Inc. for Canyonville, Ore. (OR0254) new signal.
- First Rural Cable TV for Blue Mound, Ill. (IL0481) new signal.
- Vista Cable Inc. for Reynolds, Ind. (IN0258) new signal.
- Garden State Cable Television Corp. for Newfield, N.J. (NJ0475) new signal.
- Teleprompter Corp. for Lyon, Nev. (NV0051) new signal.
- Metrovision of Wisconsin Inc. for Lannon, Wis. (WI0284) new signal.
- UA-Columbia Cablevision of Massachusetts Inc. for North Attleboro, Mass. (MA0135) new signal.
- Fort Bend Cable Television Inc. for Richmond, Tex. (TX0797) new signal.
- Fort Bend Cable Television Inc. for Fort Bend, Tex. (TX0798) new signal.
- United Cable Television for Tye, Tex. (TX0799) new signal.
- David Traiser d/b/a Sawyer CATV for New England, N.D. (ND0093) new signal.

Earth Stations

Applications

- Waynoka Community TV for Waynoka, Okla. (5m; Anixter-Mark; E3600).
- United Cable Television Corp. for Morrison, Colo. (9m; Harris; E3601).
- Mid-Continent Telecasting Inc. for Pittsburg, Pa. (7m; S-A; E3602).
- T and W Cable Co. for DeBary, Fla. (7m, Microdyne; E3604).
- Teleprompter Corp. for Clarksburg, W. Va. (4.5m; Andrews; E3605), Ballwin, Mo. (4.5m; Andrews; E3607), Hamilton, N.Y. (4.5m; Andrews; E3608), Bridgeton, Mo. (4.5m; Andrews; E3609), Port Allen, La. (4.5m; Andrews; E3609), Riviera Beach, Fla. (6.1m; Harris; E3611) and Jupiter, Fla. (6m; Harris; E3612).
- American Satellite Co. for Colorado Springs (10m; S-A; E3615), Tulsa, Okla. (10m; Andrews; E3616), San Diego, Calif. (5m; S-A; E3617).
- Century Carolina Corp. for Dillon, S.C. (5m; S-A; E3618).
- Hi-Net Communications Inc. for Gulf Shores and Birmingham, both Alabama (4.6m; S-A; E3619, E3620).
- Cylix Communications Network Inc. for Denver (4.6m; S-A; E3621), Philadelphia (E3622).
- Albany, N.Y. (E3623), Orlando, Fla. (E3624) and Hartford, Conn. (E3625).
- American Satellite Co. for Oak Ridge, Tenn. (5m; S-A; E3627).
- Nor.-Com Video Inc. for Wautoma, Wis. (5m; S-A; E3627).
- T.A.T. for Flora, Miss. (5m; S-A; E2628).
- Magic Window Cable Television Inc. for Harrah, Okla. (5m; S-A; E3629).
- Lester Sumrall Evangelistic Association Inc. for South Bend, Ore. (5m; Weather scan; E3630).
- Lesea Broadcasting Corp. for Noblesville, Ind. (5m; Weather scan; E3631).
- The Western Co. for Rogue River, Ore. (5m; AFC; KY40).

Grants

- Satellite Business Systems for Wichita, Kan. (E2745).
- Glenville Cablesystems Corp. for Glenville, N.Y. (E3169).
- Continental Cablevision of Oakland County Inc. for Madison Heights, Mich. (E3188).
- Equatorial Communication Services for Sunnyvale, Calif. (E3240).
- Lexington Cable Co. for Lexington, Va. (E3292).
- Booth American Co. d/b/a Peninsula Cablevision for Madeira Beach, Fla. (E3405).
- Eureka Financial for San Carlos, Calif. (E3495).
- Hi-Net Communications Inc. for Elizabeth City and Goldsboro, both North Carolina (E3497, E3498) and Harrisonburg, Va. (E3500).
- Community Television of Utah Inc. for West Valley City, Utah (E3501).
- Community Tele-Communications Inc. for Thermopolis, Wyo. (E3502).
- La Junta Associates for La Junta, Colo. (KG99).
- Nor Cal Cablevision Inc. for Oronville, Calif. (KJ65).
- Canton Cablevision Inc. for Canton, Miss. (WF59).
- Applegate Cable for Applegate, Ore. (E3392).
- Casey Cablevision Co. for Casey, Ill. (E3393).
- Tenneco Oil Co. for Eugene Island area, West Cameron area, East Cameron area, Ship Shaol area, South Marsh Island, Vermilion area, all Gulf of Mexico (E3394, 95, 96, 97, 98, 99, 400, 401).
- Cable Systems Inc. for Las Animas, Colo. (E3402).
- American Totalisator Co. Inc. for New Haven, Conn. (E3406).
- Cable Systems Inc. for Holcomb, Kan. (E3407).
- Hurst Cable Communications Corp. for Hurst, Tex. (E3412).
- Austin & Associates Inc. for Midlothian, Tex. (E3413).
- Family Television Corp. for Durham, N.C. (E3415).
- Armstrong Communications Inc. for Oxford, Pa. (E3416).
- Multimedia Cablevision of Oak Forest Inc. for Oak Forest, Ill. (E3417).
- Morengo Communications Inc. for Marengo, Ill. (E3420).
- Western Illinois Cablevision for Farmington, Ill. (E3420).
- Eastern Iowa Cablevision for Manchester, Iowa (E3421), Anamosa, Iowa (E3422).
- Hi-Net Communications Inc. for Athens, Tex. (E3423), Plymouth, Minn. (E3424) and New Britain, Conn. (E3425).
- George Mason University for Fairfax, Va. (E3431).
- American Satellite Co. for Garland, Tex. (E3432).
- Tele-Media Co. of Lake County for Chardon township, Ohio (E3436).

Other

- Granted to limited extent request by Association of Maximum Service Telecasters Inc. and extended through Oct. 13 and Nov. 1 time for filing comments and reply comments, respectively, in matter of inquiry into future role of TV translators and low-power TV broadcasting in National Telecommunications System (BC Doc. 78-253). Action Sept. 4.
- First of series of open en banc FCC meetings to be held under recently reinstituted FCC policy has been changed to Oct. 14, beginning at 9 a.m. and continuing until 12 noon, in room 856, 1919 M St., N.W., Washington.
- Licensees of commercial TV's with license expiration dates on June 1 and thereafter during calendar year 1982, which are randomly selected to file renewal audit form (FCC Form 303-C), will use following dates in answering Question Nos. 4, 8, 11 and 12 of Section III, Form 303-C. Sunday, Aug. 9, 1981; Monday, April 6, 1981; Tuesday, June 30, 1981; Wednesday, Jan. 28, 1981; Thursday, Sept. 10, 1981; Friday, Feb. 20, 1981; Saturday, May 16, 1981.

Call Letters

Applications

Call	*Sought by*
	New FM's
KKON-FM	Kona Koast Broadcasting Co., Kealakekua, Hawaii
WENU	Premier Broadcasting Corp., Hudson Falls, N.Y.
	New TV
KGPC	Great Plains Country Television Broadcasting Corp., Lawton, Okla.
	Existing AM;s
WSWI	WIKY Evansville, Ind.
WCSY	WJOR South Haven, Mich.
KFAV	KOOO Omaha, Neb.
	Existing AM
KAJA	WOAI-FM San Antonio, Tex.
	Existing TV
KTXH	KEON Houston

Grants

Call	*Assigned to*
	New AM
KBMV	Jack G. Hunt, Birch Tree, Mo.
	New FM's
KEME	Prime Time of Alaska Inc., Fairbanks, Alaska
WIAK	Broadcast Management of Albany Ltd., Clifton Park, N.Y.
	New TV
WFBT-TV	Channel 29 Television Inc., Minneapolis
	Existing AM
KNSI	KCLD St. Cloud, Minn.
	Existing FM's
WZVN	WLCL-FM Lowell, Ind.
KCLD	KCLD-FM St. Cloud, Minn.
WKMZ	WESM Martinsburg, W. Va.
	Existing TV
WNYT	WAST Albany, N.Y.

Summary of Broadcasting

FCC tabulations as of Aug. 31, 1981

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4,617	3	0	4,620	130	4,750
Commercial FM	3,328	2	0	3,330	185	3,515
Educational FM	1,110	0	0	1,110	65	1,175
Total Radio	9,055	5	0	9,060	380	9,440
Commercial TV						
VHF	521	1	0	522	6	528
UHF	244	0	0	244	112	356
Educational TV						
VHF	103	1	3	108	6	113
UHF	156	2	4	162	17	179
Total TV	1,024	4	7	1,036	141	1,776
FM Translators	401	0	0	401	210	611
TV Translators						
UHF	2,655	0	0	2,655	182	2,837
VHF	1,470	0	0	1,470	428	1,898

*Special temporary authorization

**Includes off-air licenses

Coming to grips with S. 898 □ Cable goes software in New Orleans □ FTC strikes flag on children's TV

Broadcasting Oct 5

The News Magazine of the Fifth Estate □ Vol. 101 No. 14

50th Year □ 1981

-/ C1950-1

The Latest Ratings Are Likely To Make Our Media Audience As Large As Our Listening Audience.

During the latest rating period, KS95-FM shattered a well-established tradition in the Minneapolis/St. Paul radio market. We captured the leadership position in the prime 18-54 audience.* Thus ending nearly 30 years of dominance.

KS95-FM is the #1 adult contemporary station in the Twin Cities. And it has been for the past four Arbitron rating periods. A trend that's best described as a new tradition.

To learn more call your KSTP-FM sales representative at 612 642-4141 or contact the Christal Company.

KS95-FM

Always 95 And Sunny.

*SPRING 1981 ARBITRON METRO AREA 6A-12M MONDAY-SUNDAY. KSTP-FM MINNEAPOLIS/ST. PAUL. DIVISION OF HUBBARD BROADCASTING. ©1981

20814SCHWA0668I PIA JUN/82
A C SCHWARZ
CONGRESSNL INFO SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

The First 50 Years Of Broadcasting

BEST AVAILABLE COPY

1981

PAGE 53

Broadcasting Oct 5

The Week in Brief

TOP OF THE WEEK

BULLISH ASSESSMENT ☐ FCC's Fowler sees prominent role for communications in era of change. **PAGE 19.**

AT&T BILL BLOCKED ☐ S. 898 fate in Senate depends on end of Hollings filibuster. **PAGE 19.**

MORE ROOM FOR SATELLITES ☐ FCC proposes reducing orbital spacing to two degrees. Same meeting moves to eliminate requirement that licensees keep file of public letters, discusses EEO and translator policies. **PAGE 20.**

OFFICIALLY INTERRED ☐ FTC abides by March staff recommendation in calling off controversial children's advertising rulemaking. **PAGE 21.**

NEW EXHIBIT ☐ NCTA and CTAM begin first-ever Cable Software Symposium and Exhibit in New Orleans. **PAGE 22.**

LAW & REGULATION

DECISIONS, DECISIONS ☐ FCC proposes sweeping changes in STV rules, starts proceeding to reduce financial reporting requirements, again rejects Hubbard clear-channel plea. **PAGE 24.**

GOP TO AIRWAVES ☐ Republicans use TV campaign to open multimillion-dollar drive to gain control of Congress in 1982. **PAGE 24.**

NAB APPLAUDS ☐ Association endorses FCC proceeding that seeks to clarify "character" when term is used in assessing licensee qualifications. **PAGE 25.**

NTIA DEFENDS FCC ☐ It rebuts GAO report that charges FCC can't handle telephone regulation. **PAGE 26.**

DIFFERENT TACK URGED ☐ Ladd says legislative—not judicial—remedies are needed to protect copyright holders from being ripped off by newer technologies. **PAGE 31.**

TECHNOLOGY

MICROWAVE EMISSIONS ☐ Advisory group urges Commerce Department to push for federal standard on radiation that would allay public's "irrational fear." **PAGE 32.**

HOME TERMINAL ACCEPTANCE ☐ Study, sponsored by CBS and Cox Cable, will determine whether consumers are ready for that technology in home. **PAGE 32.**

ENGINEERING EMMYS ☐ Award winners include Ampex, CBS, RCA and Ikegami with special citation to Marconi. **PAGE 33.**

PROGRAMING

FREE RIDE ☐ NBC's Dunham charges cable's pick-ups of local stations for small fee and disregard for syndicated programing contracts are inequitable and destructive to marketplace. **PAGE 34.**

JOURNALISM

NO GIMMICKS ☐ NBC's Timothy says one-hour news to be offered will be intact package without split version and frontloading in segments. **PAGE 36.**

BUSINESS

GOING PUBLIC ☐ Tandem tight-lipped but doesn't deny report that it may offer stock to public. **PAGE 38.**

WASEC-CNN DEAL ☐ Warner will assume sales duties for Turner and will lease RCA's Satcom I transponder to relay CNN 2. **PAGE 38.**

MEDIA

JOIN 'EM ☐ ABC's Erlick says broadcasters should be involved in new technologies and campaign to eliminate rules that deny access to those emerging media. **PAGE 41.**

1981

THE 'BROADCASTING' YEARS ☐ Broadcasters breathed a little easier with changes under the new administration. The networks went shopping for partners in other fields. High-definition TV, low-power TV, videotext and teletext came a little closer. **PAGE 53.**

PROFILE

THE MAN OF THE HOUSE ☐ Those in communications will be closely watching Harley Staggers's successor as chairman of House Energy and Commerce Committee. He's John Dingell, Michigander with reputation of master legislator. **PAGE 79.**

Bottom Line 39
Business Briefly 8
Changing Hands 45
Closed Circuit 7
Datebook 12
Editorials 82
Fates & Fortunes 75
For the Record 58
In Sync 32
Intermedia 41
Monday Memo 10
Monitor 35
News Beat 36
Stock Index 40
Washington Watch 30
Where Things Stand 16

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50. Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year (27.50).

Index to advertisers ■ Bethlehem Steel Inside Back Cover ☐ Blackburn & Co. 46 ☐ Broadcast Electronics 14 ☐ Catholic University 30 ☐ Christal 11 ☐ Continental Electronics 36, 61 ☐ R.C. Crisler 31 ☐ Gold Key 27-29 ☐ Harris 6 ☐ KSTP-TV Front Cover ☐ Knowledge Press 37 ☐ Lotus Reps 9 ☐ Lutheran Laymen's League 13 ☐ MGM-TV Inside Front Cover/Page 3 ☐ Metro Weather 12 ☐ O'Connor Productions Back Cover ☐ Cecil L. Richards 47 ☐ Selcom 39, 41, 45, 49, 59 ☐ Sherwood, Hennes & Assocs. Inc. 75 ☐ Standard Rate & Data Service 52 ☐ Howard Stark 44 ☐ Station Business Systems 8 ☐ William B. Tanner 76 ☐ TeleRep 42-43 ☐ 20th Century-Fox TV 18 ☐

Programing

Cable getting off too cheaply, says NBC's Dunham

When it comes to programing, cable gets undeserved monetary break, network general counsel tells American Enterprise

Cable television is getting what amounts to a free ride, not deserved or needed, where programing is concerned, Corydon B. Dunham, executive vice president and general counsel of NBC, told an American Enterprise Institute session on cable last week in Washington.

He cited cable's free use of local broadcast programing, its being allowed to import broadcast programs from distant markets for "only a small fee" and its being allowed to pick up syndicated programing in one market and show it in another regardless of contracts to the contrary.

"The sellers are denied the full value of those markets where their programs have been taken and redistributed on cable, and cable gets valuable programing at less than market price and so has less incentive to develop its own programing or buy new programing," Dunham said. "The creative community loses once again and the public's potential programing choices are reduced.

"The effect of all this is to remove cable from the marketplace for programing. These subsidies are certainly not needed to help cable get a start—if they ever were. They are inequitable and destructive to the marketplace we all must look to for programing. They are overdue for legislative correction.

"Certainly none may deny that cable is a major industry largely owned by major interests who can and should be looked to for a more responsible view of the public's interest."

Dunham also told the session that "whether cable ultimately reaches 40% or 50% of American homes, cable will simply not have the nationwide reach of the present broadcast system."

Kipperman outlines Radioradio format

New CBS network will emphasize music and news for young adults

Details on CBS Radio's forthcoming network, Radioradio, highlighted the annual CBS-FM National Sales seminar.

Robert Kipperman, vice president and general manager of the young-adult-oriented network set for an April 1982 debut, outlined the program menu.

The 24-hour music and information service will set aside two minutes per hour for news and will feature four 90-second features daily and two specials (one concert, one possible interview show) per week.

Emphasizing the CBS commitment to news, Dick Eresica, vice president and general manager of CBS Radio Network, said of Radioradio, "News is going to play an important role ... Our correspondents are going to be pretty damn good." News stories will be designed to relate to listeners in the 18-to-34 age group, said Kipperman.

Concerning the music specials, Kipperman said that CBS has signed with "an outside producer" for eight such shows. Personalities are currently being interviewed for the feature segments, he added.

Also discussed at the seminar was the recently signed letter of intent by CBS Radio to use the RCA American Communications Audio Digital Distribution Service for satellite programing (BROADCASTING, Sept. 14). Kipperman said, "If all goes well," Radioradio will be on satellite by May 1983. Plans were not disclosed as to how the satellite dishes would be made available to affiliates.

The recent proliferation of new networks led members of the audience to ask how Radioradio expects to fare in the midst of this competition. Kipperman asserted that "with the growth of radio," alluding to the number of unaffiliated stations in the marketplace, "there is a growing need for identification, we feel CBS can offer that sound."

More specifically, Kipperman said, "We have the resources at CBS," referring to its news reputation and exclusive contracts with recording artists, through its Columbia Records.

Arbitron reranks stations in four markets

Arbitron Radio has compiled new rankings of the top 10 radio stations in four of the top 50 markets covered in its listings in BROADCASTING's Aug. 17 issue. The new rankings incorporate some stations inadvertently omitted by Arbitron from those that appeared Aug. 17. Markets with revised rankings are as follows (audience figures represent total persons aged 12-plus, average quarter-hours, Monday-Sunday, 6 a.m. to midnight, metro survey area, Spring 1981, with format data compiled by BROADCASTING from various sources):

11. Nassau-Suffolk, N.Y.

Station	*Format*	*Avg. Persons*
1. WNBC(AM)	Contemporary	36,900
2. WCBS(AM)	News	20,400
3. WRFM(FM)	Beautiful music	17,700
4. WBLI(FM)	Adult contemporary	17,400
5. WOR(AM)	Talk	16,300
6. WYNY(FM)	Adult contemporary	16,100
7. WBLS(FM)	Urban contemporary	15,100
8. WINS(AM)	News	15,000
9. WHLI(AM)	Music of your life	14,300
10. WABC(AM)	Contemporary	13,300

22. Tampa-St. Petersburg

Station	*Format*	*Avg. Persons*
1. WWBA(AM)	Beautiful music	26,500
2. WQYK-FM	Country	23,400
3. WRBQ(FM)	Top 40	22,300
4. WJYW(FM)	Beautiful music	19,600
5. WQXM(FM)	AOR	17,400
6. WSUN(AM)	Country	17,300
7. WCKX(FM)	Contemporary	15,100
8. WFLA-FM	Beautiful music	12,800
9. WFLA(AM)	Adult contemporary	10,300
10. WYNF(FM)	AOR	9,000

26. Providence-Warwick-Pawtucket, R.I.

Station	*Format*	*Avg. Persons*
1. WPRO-FM	Top 40	23,500
2. WLKW-FM	Beautiful music	22,200
3. WPRO(AM)	Adult contemporary	18,700
4. WPJB-FM	Top 40	13,600
5. WEAN(AM)	News	11,600
6. WCOZ(FM)	AOR	10,400
7. WLKW(AM)	Beautiful music	10,300
8. WHJJ(AM)	Top 40	9,900
9. WHJY(FM)	Beautiful music	8,300
10. WSNE(FM)	Adult contemporary	7,300

50. Albany-Schenectady-Troy, N.Y.

Station	*Format*	*Avg. Persons*
1. WGY(AM)	Personality/MOR	18,700
2. WPYX(FM)	AOR	12,200
3. WROW(AM)	Adult contemporary	9,400
3. WTRY(AM)	Contemporary	9,400
4. WROW-FM	Beautiful music	
5. WFLY(FM)	Contemporary	
6. WQBK(AM)	Talk	7,000
7. WGNA(FM)	Country	6,000
8. WWOM(FM)	Adult contemporary	5,100
9. WPTR(AM)	Country	4,100
10. WQBK-FM	AOR	3,200

- KTVJ(TV) Joplin, Mo.—Granted CP to change ERP to 2600 kw vis., 260 kw aur.; change trans.; make changes to ant. sys.; and change HAAT to 1028.69 ft. Action Sept. 10.
- KTVM(TV) Butte, Mont.—Granted authority to operates trans. by RC from SL at KTVM/KECI TV studio, 340 West Main Street, Missoula, Mont. Action Sept. 10.
- WLFL-TV Raleigh, N.C.—Granted MP (BPCT-4991, as mod.) to change ERP to 1415.8 kw vis., 141.58 kw aur.; and change type trans. Action Sept. 10.
- WWAY(TV) Wilmington, N.C.—Granted CP to change ERP to 64.57 kw vis., 6.46 kw aur.; HAAT to 1953 ft. (H&V) and request waiver of section 73.61(B)(1) of rules. Action Sept. 14.
- WJNL-TV Johnston, Pa.—Granted construction permit to change ERP to 2,503.8 kw vis., 250.38 kw aur.; change HAAT to 1,210 ft.; change type trans.; and change transmitter location. Action Sept. 10.
- WSTG(TV) Providence, R.I.—Granted MP (BPCT-1597, as mod.) to change ERP to 5000 kw vis., 500 kw aur.; and make changes to ant. sys. Action Sept. 10.
- KVEW(TV) Kennewick, Wash.—Granted authority to operation trans. by RC from SL at Edison Avenue and 5202 West Hood Street, Kennewick Wash. Action Sept. 10.

In Contest

Procedural rulings

- Birmingham, Ala. **TV proceeding** (Quality Media Corp., et al.)—ALJ Edward J. Kuhlmann granted joint motion by Quality Media and Birmingham Family Television Inc., and approved settlement agreement, authorized reimbursement of $3,000 to Quality by Birmingham Family; dismissed Quality's application and granted petition by Birmingham Family for leave to amend to correct error FAA made in its original letter authorizing its tower (BC Doc. 81-292-294). Action Sept. 11.
- El Paso, Tex. **TV proceeding** (Superior Broadcasting Co. of Texas Inc., and Paso Del Norte Broadcasting Corp.)—ALJ John M. Frysiak, by two separate actions, denied motion by Paso del Norte to dismiss Superior's application, or alternatively, to enlarge issues against it (By MO&O; Action Sept. 11); and granted joint request by applicants and approved agreement, approved reimbursement of $19,243.61 to Superior by Paso del Norte, dismissed with prejudice Superior's application, granted Paso del Norte's application and terminated proceeding. (BC Doc. Nos. 81-225-226). Action Sept. 14.
- Stamford, Conn. **AM proceeding** (The Western Connecticut Broadcasting Co. and Radio Stamford Inc.)—In light of a proposed settlement agreement by Western Connecticut, WYRS Inc., and Radio Stamford calling for assignment of licenses for stations WSTC licensed to Western Connecticut and WYRS(FM) licensed to WYRS Inc., to Radio Stamford for purchase price of $1,800,000: ordered three parties to file within 30 days of release of order sufficient appraisals or other documentation to establish value of stations' assets and rental value of transmitter and studio facilities to be received by Radio Stamford to ensure Western Connecticut and WYRS are being compensated solely for value of stations' assets and not for settlement (Doc. 19872-19873). Action Sept. 16.
- Ocella, Ga. **FM proceeding** (Irwin County Broadcasting Corp. and Gralean Broadcasting Co.)—ALJ Joseph Stirmer granted joint request by applicants and approved agreement, authorized reimbursement of $13,500 to Gralean, dismissed with prejudice Gralean's application, granted Irwin's application and terminated proceeding (BC Doc. 80-263-264). Action Sept. 17.

Earth Stations

Applications

- Teleprompter Corp. for Kirkwood, Mo. (4.5m; Andrew; E3606).
- Fairline Lichfield Co. for Charleston, S.C. (5m; Mid America; E3632).
- Teleprompter Corp. for Vandenburg, Calif. (4.5m; Andrew; E3633) and Fort Bragg, Calif. (4.5m; Andrew; E3634).
- American Savannah Broadcasting Co. for Savannah, Ga. (4.6m; Prodelin; E3635).
- American Valley Broadcasting Co. for Huntsville, Ala. (4.6m; Prodelin; E3636).
- Morris Cable TV Services Inc. for Morris, N.Y. (5m; Microdyne; E3637).
- Beaver Springs Mutual Cable for Beaver Springs, Pa. (4.6m; Prodelin; E3638).
- Sky Link Associates for Las Vegas (11m; S-A; E3639).
- Alascom Inc. for Tungak Creek, Alaska (4.5m; Andrew; E3640) and Nechelik, Alaska (4.5m; Andrew; E3641).
- Satellite Business Systems for Hartford, Conn. (5.5m; Nippon; E3642); Philadelphia (5.5m; Nippon; E3643); Lake Charles, La. (7.6m; Nippon; E3644).
- Atlantic Coast TV Cable Corp. for Atlantic City, N.J. (5m; Microdyne; E3645).
- Gaylord Broadcasting Co. for Tampa, Fla. (7m; S-A; E3646).
- Telecable Associates Inc. for Lafayette, La. (5m; S-A; E3647).
- Domesticom Corp. for Houston (5m; Microdyne; E3648).
- Omniview Inc. for Missouri Valley, Iowa (4.6m, S-A; E3650).
- Hampton County Cablevision Inc. for Hampton, S.C. (5.6m; Gradiner; E3651).
- Motorola Inc. for Scottsdale, Ariz. (4.6m; S-A; E3652).
- Booth American Co. for Fort Irwin, Calif. (4.6m; S-A; E3653).
- Television Enterprises Inc. for Menard, Tex. (4.5m; Andrew; KH78).
- Booth American Co. d/b/a Watertown Cable TV for Watertown, S.D. (5m; S-A; KM45).

Summary of Broadcasting

FCC tabulations as of Aug. 31, 1981

	Licensed	*On air STA**	*CP's on air*	*Total on air*	*CP's not on air*	*Total authorized***
Commercial AM	4.617	3	0	4.620	130	4.750
Commercial FM	3.328	2	0	3.330	185	3.515
Educational FM	1.110	0	0	1.110	65	1.175
Total Radio	9.055	5	0	9.060	380	9.440
Commercial TV						
VHF	521	1	0	522	6	528
UHF	244	0	0	244	112	356
Educational TV						
VHF	103	1	3	108	6	113
UHF	156	2	4	162	17	179
Total TV	1.024	4	7	1.036	141	1.776
FM Translators	401	0	0	401	210	611
TV Translators						
UHF	2.655	0	0	2.655	182	2.837
VHF	1.470	0	0	1.470	428	1.898

**Special temporary authorization* ***Includes off-air licenses*

Other

- Report on quality of Bell System's telephone service (for period Jan. 1981 through June 1981) is now available. Studies analyze service quality provided for all Bell stations separately for each of 67 administrative areas in 48 contiguous states. Service studies are based on 10 measurements of performance reported to FCC by Bell System. These measurements were developed by FCC with cooperation of Bell System and National Association of Regulatory Utility Commissioners' Subcommittee on Quality of Telephone Service. Limited copies of report's summary are available and may be obtained by calling John Walker, (202) 632-6920. Ann. Sept. 22.
- FCC has made available report on TV Channel Utilization as of June 30, 1981. Report shows by market, for commercial and noncommercial channels, number of VHF and UHF channels licensed; number for which CP's have been granted; number for which application has been filed; number for which application has not been filed; number of UHF channels allocated for TV but not available (assigned for land mobile use) until further FCC action, and total number of channels allocated. Copies are available from Office of Public Affairs, Rm. 207, 1919 M Street, N.W., Washington, D.C. Ann. Sept. 22.

Call Letters

Applications

Call	*Sought by*
	New AM
WYLV	Radio Action Co., West Hazelton, Pa
	New FM's
KNTO	All-American Broadcasting Co., Delhi, Calif
WFAN	Mystic-Stonington Broadcasting Corp., Stonington, Conn
KMZQ-FM	Pargo Broadcasting Corp., Henderson, Nev
KATH	FM Broadcasters Inc., Douglas, Wyo
	Existing AM's
KGUM	KATB Agana, Guam
WIFX	WREM Jenkins, Ky
WAVG	WAVE Louisville, Ky
WOXO-FM	WOXO Norway, Me
WOXO	WXIV South Paris, Me
WELL	WALM Albion, Mich
WVOV	WYPR Danville, Va
	Existing FM's
KSHO-FM	KJYE Kailua, Hawaii
WIFX-FM	WREM-FM Jenkins, Ky
KFQM	KXOU Boyce, La
KTXY	KJFF Jefferson City, Mo

Grants

Call	*Assigned to*
	New AM
KRSA	Central Alaskan Missions Inc., Petersburg, Alaska
	New FM's
WBYZ	Appling County Broadcasters, Baxley, Ga
WSWR	Petroleum V. Nasby Corp., Shelby, Ohio
	New TV's
WFCT	Fayetteville-Cumberland Telecasters Inc., Fayetteville, N.C
KOAV	Broadcast Affiliates Inc., Denison, Tex
	Existing AM's
KRTS	KIIQ Manitou Springs, Colo
KRMX	KAPI Pueblo, Colo
WCBF	WINQ Tampa, Fla
WQTK	WRBJ St. Johns, Mich
	Existing FM's
KBCN	KHVN Anchorage, Alaska
KRMX-FM	KAPI-FM Pueblo, Colo
WNFY	WIYD-FM Palatka, Fla
WQTK-FM	WRBJ-FM St. Johns, Mich
KGRT-FM	KGRD Las Cruces, N.M
WPCX	WRLX Auburn, N.Y
WXKG	WLIV-FM Livingston, Tenn

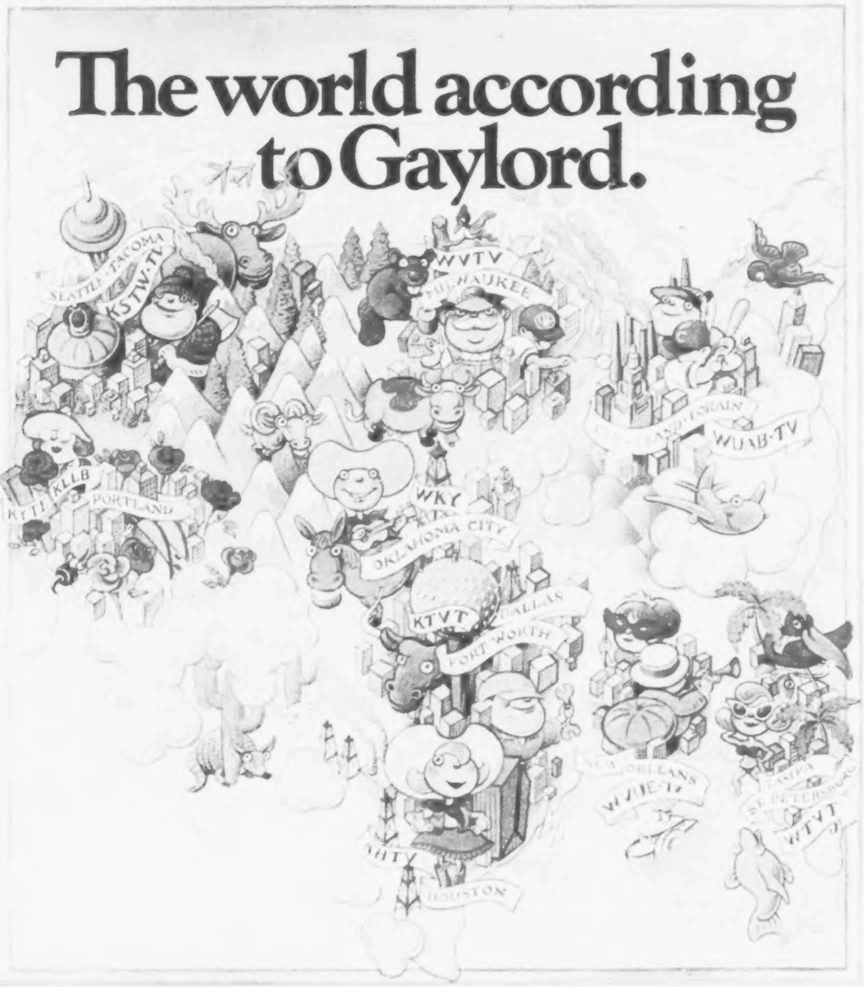
Belt-tightening at the FCC □ New forum for emerging MDS □ Broadcasting goes to a party

Broadcasting Oct 19

The News Magazine of the Fifth Estate □ Vol. 101 No. 16

Our 51st Year □ 1981

-/c 1951 /


The world according to Gaylord.
SEATTLE · TACOMA
KSTW-TV
WVTV
MILWAUKEE
CLEVELAND-LORAIN
WUAB-TV
KYTE
KLLB
PORTLAND
WKY
OKLAHOMA CITY
KTVT
DALLAS
FORT WORTH
NEW ORLEANS
WVUE-TV
TAMPA
ST. PETERSBURG
WTVT
HOUSTON

Who knows Houston and Dallas like a wealthy Texas oilman? Who knows New Orleans like a Creole connoisseur? And who knows as much about the blue skies over Seattle as a native Washingtonian? Gaylord, of course. Because we know our markets like the proud people who live there. Nine markets in all. From the Pacific Northwest to the sunny Southeast. That's the world of Gaylord. And we're ready to work with you.

Gaylord Broadcasting Company

One of America's largest privately owned broadcasting companies

20814SCHWA0668l PIA JUN/82
A C SCHWARZ
CONGRESSNL INFC SRV
4520 EAST-WEST HWY
BETHESDA MD 20814

BEST AVAILABLE COPY

Broadcasting Oct 19

The Week in Brief

TOP OF THE WEEK

FCC TIGHTENING ITS BELT ☐ Fowler outlines procedures being implemented to comply with OMB's plan for $9-million cut in commission's 1982 budget. **PAGE 31.**

CNN TALKS ☐ Turner says there have been discussions with CBS and NBC about merger of his Cable News Network. **PAGE 32.**

PUBLIC CONCERNS ☐ Open FCC meeting hears pleas in behalf of minorities, independent TV's, fire and police communications needs, and Americans missing in Southeast Asia. **PAGE 33.**

'BROADCASTING' AT 50 ☐ It was gala occasion for approximately 1,200 who turned out for Broadcast Pioneers dinner honoring Editor Sol Taishoff. **PAGE 34.**

INEVITABLE ☐ Heads of three commercial TV networks say economic realities dictate their expansions into new media. PBS's Grossman tells same Boston meeting that quality programing cannot survive in free marketplace. **PAGE 38.**

LAW & REGULATION

CITIES' CABLE POWERS ☐ Supreme Court hears Boulder, Colo., case that challenges antitrust exemption of home-rule cities that control competition. Boulder also involved in court fight that touches on extent of cable operator's First Amendment rights. **PAGE 40.**

HANDLE LPTV WITH CARE ☐ Broadcasters caution FCC to be wary of low-power service that would disrupt regular TV outlets. **PAGE 44.**

PIRACY CURB ☐ Waxman and Wirth legislation would set heavy fines for unauthorized interception of satellite, STV or MDS signals. **PAGE 48.**

HARD LOOK AT MINORITIES' ROLE ☐ NBMC conference explores opportunities in newer media. Fowler says investment capital, not federal funds, will cure marketplace ills. **PAGE 41.** Oversight hearings on minorities in cable continue in House. **PAGE 49.**

TECHNOLOGY

CABLE RAISES ITS HAND ☐ NCTA urges FCC to consider CATV's needs when hearings start on new microwave spectrum for ENG and remote TV originations. **PAGE 52.**

MEDIA

MDS TIME IN ATLANTA ☐ NAMSCO convention airs host of financial and technical concerns with special attention to theft-of-service issue. **PAGE 55.**

PFISTER SEEKS UNITY ☐ New CPB president urges togetherness by public broadcasters in coping with funding and other problems. **PAGE 59.**

PROGRAMING

CBS-TV BREAKS ON TOP ☐ It wins handily in first week of new prime-time season. ABC is second, more than three rating points back, and NBC an even more distant third. **PAGE 61.**

EVANGELISTS' AUDIENCES ☐ TIO says figures claimed by TV ministries are exaggerated. **PAGE 62.**

ABC-TV RETOOLS PRIME TIME ☐ Suspense show slotted for Friday nights, premiere dates set for three other new series. **PAGE 63.**

SOFTWARE EVERYWHERE ☐ New York film seminar focuses on what emerging media will mean to creative community. **PAGE 63.**

JOURNALISM

HANDCUFFED BY CLOCK ☐ ABC energy correspondent Roger Peterson explains frustrations that stem from TV's time restrictions and need for balanced reporting. **PAGE 66.**

PROFILE

TRAINING FOR THE FUTURE IN THE PAST ☐ Last May, Jim Lynagh took 30 years of front-line experience in radio and TV to the presidency of Multimedia. With that background, he is coping with the new challenges of the diversified firm. **PAGE 87.**

Business Briefly......... 10
Changing Hands......... 58
Closed Circuit........... 7
Datebook............... 20
Editorials............... 90
Fates & Fortunes........ 83
For the Record.......... 68
In Brief.................. 88
In Sync.................. 52
Intermedia.............. 57
Monday Memo........... 18
Monitor................. 64
Open Mike............... 28
Playback................. 61
Stock Index.............. 54
Washington Watch........ 48

Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $1.75 except special issues $2.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $50, two years $95, three years $135. Canadian and other international subscribers add $12 per year. U.S. and possessions add $155 yearly for special delivery, $90 for first-class. Subscriber's occupation required. Annually: *Broadcasting Yearbook* $60.00. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $35). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (full year $27.50).

Index to advertisers ■ ABC Radio Network 16-17 ☐ ADM Back Cover ☐ Alpha Computing 52 ☐ American Chiropractic Association 27 ☐ Amoco 19 ☐ Ampex 60 ☐ Blackburn & Co. 56 ☐ Broadcast Electronics 67 ☐ Champion International 45 ☐ Christian Broadcasting Network 29 ☐ Columbia Pictures 8-9, 11, 21 ☐ Conference Management Corp 65 ☐ Continental Electronics 42, 72 ☐ R.C. Crisler & Co. 10 ☐ Drake-Chenault 14, 64 ☐ Eastman Radio 15, 22-23 ☐ Gaylord Broadcasting Front Cover ☐ Harris 53 ☐ INA/MarketDyne Int. 51 ☐ King World Productions 6 ☐ Lutheran Television 43 ☐ MGM-TV Inside Front Cover/Page 3 ☐ More Music 44 ☐ Music Works 41 ☐ Panasonic 24-25 ☐ Phillips Petroleum 83 ☐ RCA 4 ☐ RKO Radio Inside Back Cover ☐ Cecil L. Richards 57 ☐ William B. Tanner 85 ☐ Telepictures 12-13 ☐ Torbet Radio 39 ☐ UPi 46-47 ☐ United Stations Network 30 ☐ WBZ-TV 26 ☐

Broadcasting Oct 19
Vol. 101 No. 16

TOP OF THE WEEK

FCC beset by budget cuts

Under OMB plan, commission faces $9 million cut, losing over 300 employes; Complaints and Compliance would be abolished, other divisions reduced

Like most other federal agencies, the FCC under the Reagan administration's proposed 12% budget cut is feeling what it is like to be poor. The 1982 budget, originally set for $77 million, would be cut more than $9 million. Several hundred of the 2,000 employes would depart, most through reductions in force, some through attrition. Some functions the agency performs would disappear and others would be curtailed. And all employes would experience the pain of unpaid vacations.

Chairman Mark S. Fowler laid out the problems the agency is facing and how it is considering dealing with them, in meetings with Washington area employes who assembled in three shifts, on Thursday, in a theater adjoining the FCC headquarters building. His purpose was to assure the worried staffers they would be fully informed of developments and would be treated fairly.

But as he said, there remain many uncertainties.

For one thing, Congress may not approve the full cut the President is seeking; Senate Republican leaders last week were talking of halving the proposed cuts. For another, the reductions in agency personnel and functions the commission sent to the Senate Appropriations Committee and the Office of Management and Budget are so-called "first cut"; they are a consolidation of recommendations by bureau and office chiefs, who made them essentially on the basis of pro rata reductions of positions.

A task force under the direction of Commissioner Anne Jones is evaluating every program on the agency's books—including those that program managers left untouched—to rank them by priority and to determine which could be reduced or eliminated. The commission's final decisions on cuts in programs will be based on a review of the Jones task force's recommendations, due late next month.

What's more, as Fowler pointed out in his sessions with employes on Thursday, the elimination of a function would not necessarily mean the employes responsible for it would be fired; based on various factors, staffers could be moved to new assignments, bumping other employes.

Uncertainties aside, the news on Thursday was grim. The commission is contemplating a reduction in force of 296 employes as of March 31, 1982. Another 79 would be lost through attrition. A hiring freeze would be in effect through the year. Those still on the payroll would be furloughed without pay for 10 days during the year. All nonpermanent employes—they now number 125—would be terminated. Cuts in expenditures would save another $2,177,000. And a ban on promotions is under consideration.

Translated into terms of specific bureaus and offices and functions, the recommended cuts profile a shrunken agency getting by by doing less. The number of Broadcast Bureau employes, for instance, would drop from 301 to 230. And while bureau chief Richard Shiben regards the license-application processing function as inviolate—it will receive all the resources needed, he says—other functions do not fare as well. The Complaints and Compliance Division, for instance, created 20 years ago when scandal in the industry seemed to warrant an enforcement arm, would be abolished, with a saving of 35 employes. The functions would be folded into the Renewal and Transfer Division, but the cut would, the bureau said, require "a change in the way the fairness doctrine is administered" and a "delay" in responding to complaints from the public.

In other proposed cuts, the Office of Planning and Evaluation would be eliminated, for a saving of five employes, although its functions would be absorbed by other sections of the bureau. Renewal and Transfer would lose 12 of 51 employes; the hearing division, 11 of 22; policy and rulemaking, six of 49, and international, six of 15.

Throughout the package of reports compiled by the commission, the story of reduced service is the same. Among the 85 employes who would be cut from the Field Operations Bureau are five of the nine now engaged in monitoring TV, FM, cable television and microwave operations. The result of their loss, FOB says, would be the bureau's inability to respond to industry requests for assistance on most interference problems, a loss of service to the public and "certainly increased costs brought about by higher costs to the corporate entities to locate and resolve interference problems."

The cuts would also mean a rollback in recent efforts to serve the public and minorities. The equal employment opportunity staff within the Broadcast Bureau would be reduced from 10 to eight; the EEO unit in the Cable Television Bureau from four-and-a-half to two, if not to zero. The minority and small business division in the Office of Public Affairs would be eliminated, for a saving of two employes; the division's functions would be transferred to the office's deputy director for policy and minority enterprises. And the office's consumer assistance and information division would be consolidated under an assistant director for assistance and in-

Fiscal year 1982 full-time permanent positions

Bureau/Office	*FY 1981 ceiling*	*FY 1982 ceiling*	*Recommended reductions*	*New 1982 ceiling*
Broadcast Bureau	309	301	−71	230
Common Carrier Bureau	299	289	−21	268
Private Radio Bureau	258	250	−52	198
Field Operations Bureau	455	441	−85	356
Science & Technology	131	126	−28	98
Cable Television Bureau	47	46	−15	31
Executive Director	303	295	−70	225
General Counsel	52	50	−11	39
Plans & Policy	25	21	−5	16
Public Affairs	25	24	−5	19
Administrative Law Judges	25	24	−5	19
Opinions & Review	18	17	−4	13
Review Board	11	11	−3	8
Commissioners	46	46	—	46
Totals	2,004	1,941	−375	1,566

Armstrong, NRBA give out radio programing awards

The Armstrong Foundation and the National Radio Broadcasters Association presented the 17th annual Armstrong Awards for "excellence and originality in radio programing" last Friday at Columbia University in New York.

The awards, in honor of the late Edwin Howard Armstrong, "the inventor of frequency modulation," were originally designed to pay tribute to FM broadcasters. In the past few years, though, AM stations have been included in the program.

Hosting the 1980 awards ceremony was pioneer broadcaster John Cameron Swayze. Apart from the six categories: music, education, news documentary, creative use of the medium, news and community service, a special Armstrong Award was presented posthumously to Lowell Thomas and accepted by CBS Radio anchor Douglas Edwards.

Also, representing a first for the Armstrong Awards, was a live, 90-minute broadcast of the evening's event over National Public Radio and produced by WNYC-FM New York. The show was fed to about 230 primarily FM stations throughout the country.

Below is the list of the 1980 Armstrong Awards recipients.

Music

WLIR-FM Garden City, N.Y. ☐ *Roadhouse Blues: A Tribute to Jim Morrison*, first place.
South Carolina Educational Radio Network Columbia, S.C. ☐ *Marian McPartland's Piano Jazz II, Featuring Eubie Blake*, second place.
CHFI-FM Toronto, Ont. ☐ *The South* from the *Tapestry* series, honorable mention.

Education

CBC-AM Toronto, Ont. ☐ *Africa Week* series, first place.
National Public Radio Washington ☐ *Options in Education: Race Against Time*, second place.
WNYC(AM) New York ☐ *Danzig*, honorable mention.
WGBH-FM Boston ☐ *Harlem Stories*, from the series, *First Person America: Voices from the 30's*, honorable mention.

News Documentary

NBC News New York ☐ *Kent State* from The Source Report, first place.
National Public Radio Washington ☐ *Not So Placid: The 1980 Winter Olympics*, second place.
WOR(AM) New York ☐ *The Blue Minority*, honorable mention.
WAHT(AM) Lebanon, Pa. ☐ *Sexual Shakedown, The Sexual Harassment of Women*, honorable mention.

Creative Use of the Medium

WITF-FM Hershey, Pa. ☐ *Virginia Woolf and Company*, first place.
KUSC-FM University of Southern California, Los Angeles ☐ *The Barber of Nuremburg Strikes Back*, second place.
WGBH-FM Boston ☐ *Roll of Thunder, Hear My Cry*, honorable mention.
Radio Arts Inc. New York ☐ *The Thirteen Clocks*, honorable mention.

News

KNX(AM) Los Angeles ☐ *Busing Ruling* reports, first place.
ABC Radio News New York ☐ *The Hostage Americans*, second place.
WBZ(AM) Boston ☐ *1980 Election Year*, honorable mention.
WMAQ(AM) Chicago ☐ *Chicago Firefighters Strike*, honorable mention.

Community Service

KTMC(AM) McAlester Okla. ☐ *Is There a Justice?*, first place.
KMOX(AM) St. Louis ☐ *Who Killed Marvalette Russell?*, second place.
WDBO-AM Orlando, Fla. ☐ *Fair Share or Fair Game*, honorable mention.
WBZ(AM) Boston ☐ *Auto Theft/Theft Patrol* series, honorable mention.

TIO disputes evangelists audience claims

Report says several TV ministries claim exaggerated viewer figures

In a new report by the Television Information Office, "The New Television Pressure Groups: A Perspective on the Drive Against Diversity," evidence is cited that several well known television ministries have greatly exaggerated the size of their viewing audiences ("Closed Circuit," Aug. 24).

The TIO study cites sociologist William Martin who examined audience claims of the electronic evangelists for an article that appeared in *Atlantic Monthly*. Martin noted, according to TIO, that Rex Humbard's publicity materials "once claimed over 100 million [viewers]" but now "admits to the more modest 1.4 million viewers weekly."

Electronic church minister James Robison, said TIO, "concentrates his publicity on potential figures of 50 million to 60 million, while in actuality there are about a million viewers."

Martin reported that Bert Clendennen claimed his program reaches "one out of every two people on the face of the earth" when in fact his program was not listed in the top five TV ministries (in terms of audience numbers) released by A.C. Nielsen Co. for February and November 1980. The ministry with the highest following, according to Nielsen, is Oral Roberts with a total audience of 2,351,000, followed by Robert Schuller (2,130,000), Rex Humbart (2,079,000), Jimmy Swaggart (1,789,000) and Jerry Falwell (1,440,000) (see chart below).

Martin also reported that while Falwell's audience totals more than 1.5 million per week, it has been listed from anywhere from six million to 30 million per week.

Martin also contended that Jim Bakker's claims to an audience of 20 million were described as a "total fabrication" by his own associates in an article in the *Charlotte* (N.C.) *Observer*.

Martin indicated that demographically, the audience of the electronic church is centered on rural areas in the South and Midwest and are predominantly middle-aged females of working-class or lower-class backgrounds and "true believers, mostly members of conservative Protestant churches."

Audience data on 10 syndicated television ministries

Ministry	*Stations*	*Rating (% of viewer households in coverage area)*	*Total Audience*	*Total Households*	*% Change in Total Households since February, 1980*
Oral Roberts	177	2.1	2,351,000	1,553,000	−21.6
Robert Schuller	161	2.0	2,130,000	1,427,000	− 3.6
Rex Humbard	209	1.8	2,079,000	1,308,000	−21.0
Jimmy Swaggart	207	1.5	1,789,000	1,148,000	−10.0
Jerry Falwell	244	1.35	1,440,000	986,000	− 2.3
Day of Discovery	180	1.3	1,267,000	879,000	−14.1
PTL Club	193	1.3	1,050,000	776,000	−11.9
700 Club	123	.9	705,000	569,000	− 4.7
James Robison	69	1.2	575,000	383,000	+ 7.3
Ken Copeland	69	.7	381,000	277,000	−14.4
Total			13,767,000	9,306,000	

MCA's new Florida park equipped for video production

When MCA opens its University City Florida theme park in Orlando in 1984, the stage, or stages, won't only be set for fun and games. Of four sound stages being constructed at the site, whose total cost is estimated by MCA at some $170 million, two will be devoted to a theme park tour that will be modeled on the original at MCA's Universal City in California. The other two can be used for production purposes, with one intended to have videotape capability.

The company insists that the production studios are just a "small element" in the overall scheme of the park, which will have 18 "sets" in its movie-theme tour, including 22 different animations.

■ *WFDD-FM Winston-Salem, N.C.—Granted CP for chgs. in ant. sys.; change type trans.; change type ant. (H&V); increase ERP to 100 kw (H&V); increase HAAT to 425 ft. (H&V) and change TPO. Action Sept. 15.

■ WSWR(FM) Shelby, Ohio—Dismissed application for modification of CP (BPH-790117AH, as mod.) to locate SL and RC at 47 East Main Street, Shelby, Ohio. Action Feb. 10.

■ WAIM-FM Anderson, S.C.—Granted CP to install aux. ant. on main tower, to be operated with ERP of 60 kw (H&V); change HAAT to 473 ft, (H&V) and change TPO for aux. purposes only. Action Sept. 28.

■ WKTM(FM) North Charleston, S.C.—Granted modification of CP (BPH-800501AE) to make changes in ant. sys.; change TL; increase ERP to 100 kw (H&V); decrease HAAT to 547 ft. (H&V) and change TPO. Action Sept. 25.

■ KRCS(FM) Sturgis, S.D.—Granted CP to make changes in ant. sys.; change type trans.; change type ant.; increase HAAT to 492 ft. (H&V) and change TPO. Action Sept. 22.

■ *WMBW(FM) Chattanooga, Tenn.—Granted CP to make changes in ant. sys.; change type trans., change type ant.; increase HAAT to 1423 ft. (H&V), and change TPO. Action Sept. 18.

■ KGNC-FM Amarillo, Tex.—Granted CP to increase ERP to 100 kw (H&V); decrease HAAT to 1282 ft.; change type trans. and change TPO. Action Sept. 24.

■ KASE(FM) Austin, Tex.—Granted CP to change TL; increase ERP to 100 kw (H&V); change HAAT to 1190 ft. (H&V); change type transmitter and make changes in ant. sys. Action Sept. 15.

■ KTXQ-FM Fort Worth, Tex.—Granted CP to install aux. ant. at different location; change SL and NO. 1 RC; change ERP to 7.96 kw (H&V); change HAAT-to 472 ft. (H&V) and change TPO. Action. Sept. 16.

■ KONA-FM Kennewick, Wash.—Granted CP to install auz. ant. on main tower; to be operated with ERP of 10 kw (H&V); change HAAT to 1031 ft. (H&V) and change TPO. Action Sept. 16.

■ WKEE-FM Huntington, W. Va.—Granted CP to install aux. ant. on main tower; to be operated with ERP of 27 kw (H); change HAAT to 347 ft. (H) and change TPO (for aux. purposes only). Action Sept. 16.

■ *WORT(FM) Madison, Wis.—Granted CP to change frequency to 89.9 mhz; and increase ERP to 1.982 kw (H&V). Action Sept. 15.

■ WMIL-FM Waukesha, Wis.—Granted CP to change TL and SL; make changes in ant. sys.; change type trans.; change type ant.; increase ERP to 20 kw (H&V); increase HAAT to 500 ft. (H&V) and change TPO. Action Sept. 22.

In Contest

Designated for hearing

■ Tucson, Ariz. **new TV** (ch. 40)—Valle Verde Broadcasting Corp., J. P. Communications Inc., Focus Broadcasting of Tucson Inc., Sunwest Broadcasting Inc., and National Group Telecommunications of Tucson Inc.: to determine if Focus, Sunwest, and National are financially qualified; which of proposals would, comparatively, best serve public interest; which of applications should be granted (BC Doc. Nos. 81-658-662. Action Sept. 14.

■ Glenwood Springs, Calif. **new TV** (ch. 3)—Western Slope Communications Ltd., and High Country Television Inc.: to determine if Western Slope is financially qualified; whether High Country's application is consistent with Sections 73.636(a)(1) and 73.636(a)(2) of rules with respect to regional concentration of control; which of proposals would, comparatively, better serve public interest; and which applications to grant (BC Doc. 81-665-666). Action Sept. 18.

■ Madison, Fla. **new FM** (104.9 mhz)—Madison Communications Corp. and Billy G. Walker: to determine which of proposals would, comparatively, best serve public interest and which of applications to grant. (BC Doc. 81-673-674). Action Sept. 22.

■ Nevada, Mo. **new FM** (97.7 mhz)—Kesler Broadcasting Co. and Nevada Broadcasting Corp.: to determine whether there is a reasonable possibility that tower height and locations proposed by Kesler would constitute hazard to air navigation; which of proposals would, comparatively, best serve public interest and which of applications to grant (BD Doc. 81-671-672). Action Sept. 22.

FCC decisions

■ FCC proposed $6,000 fine against Desert Empire Television Corp., licensee of station KMIR-TV Palm Springs, Ca., for ex parte contacts with Commissioners during restricted adjudicative proceeding involving station. Contacts, made by letter, were by John Conte, president of Desert Empire, and his wife, Mrs. Sirpuhe Philibousian Conte, an officer, director and stockholder of corporation. Letters were sent to former Chairman Charles D. Ferris and former Commissioner Robert E. Lee while they were in office and to Speaker Thomas P. O'Neill, Jr., of House of Representatives, requesting him to discuss proceeding with Ferris. Proceeding involved Desert Empire's request for waiver of rules which would have given it special protection by forbidding cable systems in its service area to carry NBC programing broadcast by KNBC, Los Angeles. Action Sept. 22

■ FCC denied applications by Hubbard Broadcasting Inc. for review of Broadcast Bureau's denial of its request seeking Class I-A operation for KOB(AM) Albuquerque, N.M. On March 1, 1981, Hubbard asked FCC to amend rules to reflect Class I-A assignment on 770 khz in Albuquerque and co-channel Class II-A assignment in New York City. It simultaneously filed application for KOB to operate as Class I-A station on 770 khz. The Commission said it agreed with Bureau dismissal of rulemaking and that Bureau Chief acted within his authority in doing so. Action Sept. 30.

■ FCC reduced fine against Smith Broadcasting Inc. from $500 to $200 for airing lottery information by its stations WIXK-AM-FM New Richmond, Wis. In seeking review, Smith did not deny that its announcements on July 18 and 19, 1980, promoted lottery, but contended that Broadcast Bureau failed to consider nature of contest involved, which Smith claimed was charity promotion for local Chamber of Commerce. FCC pointed out that only exemptions from prohibition on broadcasting lottery information are announcements of state-sponsored lottery and non-profit fishing contests. Since River Falls Chamber of Commerce received part of proceeds from promotion, all elements of lottery, including consideration, were present. Commission said that in view of circumstances in this case reduction of fine to $200 is warranted. Action Sept. 30.

■ FCC eliminated requirement for TV stations to file form 301A for authorization to operate by remote control. With advanced remote control technology now available, FCC added, present application and authorization requirements for TV remote control operation served no useful regulatory purpose, but imposed unnecessary work on both licensees and FCC staff. Amendments become effective Oct. 22, 1981. Action Oct. 1.

■ FCC exempted Christian Broadcasting Network from restrictions imposed on networks with respect to syndication, financial interest and prime time access rules. FCC said network restrictions could so limit CBN's activities as to prevent its development as alternative program source. Therefore, it waived network definition to allow CBN to provide up to 30 hours of programing to affiliates without being considered network. This limit is well below current level provided by three major networks. By waiving rules, FCC said, it would maintain originally desired growth of additional sources of programing pending full review of current network regulatory practices. Action Oct. 1.

■ FCC advised stations KMPH(TV) Visalia, Calif., and KXKS(AM)-KKJY(FM) Albuquerque, N.M., to reevaluate their sources and techniques for recruiting Hispanic employees and has imposed periodic EEO progress reports on them. FCC said both licensees should reevaluate their recruitment sources and techniques to ensure that they produce enough qualified Hispanic applicants as jobs become available. Largest minority in both service areas is Hispanic. It directed KMPH to submit detailed employment and recruitment reports by Sept. 1, 1982, and with its next license renewal application. KXKS-KKJY was directed to submit similar reports by Aug. 1, 1982, and with its next renewal application. Action Oct. 1.

■ FCC denied Nuance Corp. review of previous decision granting application of Midcom Corp. for new FM at Columbia, S.C. Competing applications of Nuance and Midcom were designated for hearing in Sept., 1978. In initial decision released in May, 1980, presiding ALJ determined Midcom was more qualified. Judge found Midcom deserved overwhelming preference under media diversification criterion, which outweighed demerit against Midcom based on conduct of one of its former principals and slight preference to Nuance based on its management integration proposal. Upon appeal of decision by Nuance, Review Board affirmed judge's conclusions. Action Oct. 1.

Summary of Broadcasting

FCC tabulations as of Aug. 31, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,617	3	0	4,620	130	4,750
Commercial FM	3,328	2	0	3,330	185	3,515
Educational FM	1,110	0	0	1,110	65	1,175
Total Radio	9,055	5	0	9,060	380	9,440
Commercial TV						
VHF	521	1	0	522	6	528
UHF	244	0	0	244	112	356
Educational TV						
VHF	103	1	3	108	6	113
UHF	156	2	4	162	17	179
Total TV	1,024	4	7	1,036	141	1,776
FM Translators	401	0	0	401	210	611
TV Translators						
UHF	2,655	0	0	2,655	182	2,837
VHF	1,470	0	0	1,470	428	1,898

*Special temporary authorization

**Includes off-air licenses

Allocations

Petitions

■ Bozeman, Mont.—In response to petition by Garryowen Corp.: proposed assigning UHF ch. 22 to Bozeman, Mont., as its second commercial TV; comments due Dec. 4, reply comments Dec. 24 (BC Doc. 81-701). Action Sept. 28.

■ Wishek, N.D.—In response to petition by Wishek Broadcasting Inc.: proposed assigning 100.3 mhz to Wishek as its first FM; comments due Dec. 4, reply comments Dec. 24 (BC Doc. 81-702). Action Sept. 28.

■ Lufkin, Tex.—In response to petition by Jalene Manske: proposed assigning 107.3 mhz to Lufkin as its third FM; comments due Dec. 4, reply comments Dec. 24 (BC Doc. 81-700). Action Sept. 28.

Assignments

■ Coeur D'Alene, Idaho—Assigned 102.3 mhz to Couer D'luene as its second FM; effective Nov. 24 (BC Doc. 80-50). Action Sept. 18.

■ Brownsville, Edinburg, Harlingen, Raymondville, and Rio Grande City, all Texas—Denied petition by Rio Grande Valley Catholic Communications Inc., proposing assignment of 88.1 mhz to Harlingen (BC Doc. 81-252). Action Sept. 28.

■ Christiansted and Frederiksted, both Vermont—Assigned 95.1 mhz and 100.3 mhz to Christiansted; effective Dec. 4 (BC Doc. 81-284). Action Sept. 28.

■ Deer Park, Wash.—Assigned 107.1 mhz to Deer Park as its first FM; effective Dec. 4 (BC Doc. 81-281). Action Sept. 28.